

## Big 4U Plett Rage Festival planned

The 4U Plett Rage Festival, taking place between 23 November and 8 December 2012, contributes to over 350 job opportunities and provides essential economic input to Plettenberg Bay, just before its busy tourist season in December and January. This year it adds in a CSI initiative, Rage 4 Good, which will benefit Bitou 10 Foundation.



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This year, the student festival aims to give back to the community through its CSI initiative aimed at uplifting the local community, protecting students and taking care of the environment. The initiative aims to engender a sense of community awareness in the students that will continue long after the Rage party has ended.

Over 15 000 school leavers are expected this year, therefore the organisers are actively encouraging Rage visitors to respect the town and will be working in cooperation with SAPS to set up roadblocks in order to curb drinking and driving.

### Rage 4 Good programme

Twelve Rage 4 Good ambassadors will be chosen from across the country to encourage the students to participate in the community activations. Participation will be incentivized using Rage 4 Good cards, which accumulate points every time a student takes part in a Rage 4 good activity.

"The campaign, in partnership with Western Cape provincial government, kicks off in 2012 and is a vital initiative contributing towards community enhancement in and around the Plettenberg Bay region. The campaign will also provide an opportunity for festival-goers to be actively involved themselves in giving back and supporting local causes while having a blast in the process," says Claire Alexander, events director at Firecracker, the agency behind the Rage 4 Good initiative.

Stretch Experiential Marketing, the creative agency that will be bringing to life brands such as Stimorol, adidas Originals and Lipton Ice Tea, will be conceptualizing and executing some of the largest activations that have been seen at any festival in South Africa.

"The festival is now in its 12th year. One of the key elements in the growth of the event has been the involvement of partner brands that have adopted an 'experiential model' to their creative campaigns and in turn help add tremendous value to the students' festival experience'," adds Mike Silver, director at Stretch Experiential Marketing.