

# Start planning that Loeries trip

The 34th Annual Loerie Awards, which take place in Cape Town from 15-23 September 2012, have opened for ticket sales, accommodation and car hire. The two awards ceremonies are limited to 1500 seats per night, so early booking is advised.



There are changes in store for the Loeries and Creative Week Cape Town this year, including the inaugural incorporation of the Pendoring Awards on 21 September.

## Creative Week Cape Town

Creative Week CT will be abuzz with Loeries activity, starting with the relocation of Judging Week to Cape Town City Hall from 17-20 September. The judging will immediately precede the awards ceremonies with finalists being announced during the week.

- Friday, 21 September - The Loeries Seminar with international guest speakers, including the jury chairpersons, will take place during the day. Friday evening - the Pendoring Awards will take place at the Cape Town International Convention Centre.
- Saturday, 22 & Sunday, 23 September - the Loeries black-tie awards ceremonies in the main auditorium at the CTICC. Each night will start at 7pm and will run no longer than two hours.
- Sunday, 23 September - The official party will celebrate the week's winners and bring a fitting close to Creative Week Cape town.

## Car hire donates 10% to scholarship

Tsogo Sun, as the official accommodation partner, has special packages and Tempest Car Hire, as the official car hire partner, is donating 10% of all Loerie rentals to the Creative Future Scholarship - enabling talented learners from a disadvantaged background to study brand communication. The scholarship includes mentorship throughout the programme, as well as studying and living expenses, plus the student is guaranteed employment on completion of the course.

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