

PRESS RELEASE
-FOR IMMEDIATE RELEASE-

30 September 2010

Loeries 2010 – go big, or go home

The Loerie has almost landed. Dust off your suitcase and prepare yourself for the Biggest Event of the Year, because we have a truckload of entertainment waiting for you in Cape Town.

SMS 'Loeries' to 34747 to receive FREE SMS programme alerts over the Festival Weekend. We'll only use your details for the programme and you'll get NO SPAM. Register now and stand a chance to win a Rockstar weekend, including a suite at the Grand Daddy Hotel, a Chauffeur Driven Lexus and Rockstar tickets!

Check out some of the things we have in store:

Friday 1 Oct

Registration – 9am-9pm at the Grand Daddy Hotel – all Loerie computicket holders must register for access to the awards;

2009 Winner's Showreel – 1pm at the Labia on Orange Street – FREE admission;

David Prior's Photographic Exhibition – 5pm at Zanzibar, Long Street – By Invite Only;

Mayor's Welcome Party – 6pm at Azura – Rub shoulders with the Mayor and other VIP guests – By Invite Only (includes VIP ticketholders);

Battle of the Bands – 8pm at Mercury Live – Come see the industry bands battle it out – Loerie ticketholders can collect an invite at registration for free entry;

Chairman's Party – 10pm at Club Vroom Vroom – Party with the Loeries Chairman late into the night – Loerie ticketholders can collect an invite at registration for free entry.

Sat 2 Oct

Registration – 9am-5.30pm at the Grand Daddy Hotel – all Loerie computicket holders must register for access to the awards;

Loeries Portfolio Day, in Partnership with Adobe – 9am-1pm at the Old Slave Church Museum, Long Street – a chance for agencies to hire the creative leaders of tomorrow;

Lunch in Camps Bay – the strip comes alive with agency lunches, the media lunch and other parties. VIP ticketholders can get a free Heineken or Backberg wine at The Pepper Club on the Beach;

The Loerie Awards Gala Ceremony – Join us for pre-drinks, canapés and live music at 5.30pm before the awards ceremony (no entry permitted after 7.30pm);

Saturday Night After-Party - The place to be for all Loerie ticketholders! Includes top DJ's, snacks and VIP lounge.

Sun 3 Oct

Registration – 9am-5.30pm at the Grand Daddy Hotel – all Loerie computicket holders must register for access to the awards;

2009 Winner's Showreel – 1pm at the Labia on Orange Street – FREE admission;

The Loeries Awards Gala Ceremony hosted by the SABC – Join us for pre-drinks, canapés and live music at 5.30pm before the awards ceremony (no entry permitted after 7.30pm);

SABC1 Reloaded Party - SABC1 brings you the hottest party in Cape Town! Access permitted to all Loerie ticketholders. Includes top DJ's, snacks and VIP lounge.

Mon 4 Oct

2010 Winner's Showreel – 1pm at the Labia on Orange Street – FREE admission;

2010 Winner's Showreel – 6pm at the Labia on Kloof Street – FREE admission.

Bands announced for the ultimate battle

The bands that will go neck-and-neck on stage at Mercury Live on Friday 1 October have been announced, these are:

1. Big Wednesday – Death Metal (advertising agency, Big Wednesday)
2. Dead Alphabet – Garage Rock (production company, Terraplane)
3. The Gloonies – Mix of rock, synth/electronic and sweet 80's hair metal (digital agency, Gloo Digital Design)
4. Anaphys – Post-progressive (creative school, Vega)
5. I Scream and the Chocolate Stix – Mix of Electro, Rock, Dance, Folk & Hip Hop (event planning specialists, Jaded Lifestyles)

The battle begins at 8pm – don't miss it! Loerie ticketholders should collect their invites at registration to get free access before midnight.

Full for programme information, visit the Loeries website (www.theloerieawards.co.za). Tickets for the awards can be purchased via Computicket.

Major Sponsors

The major sponsors of The 32nd Annual Loerie Awards are the SABC, Cape Town Tourism, The City of Cape Town, Gearhouse South Africa

Additional Sponsors and Official Suppliers

Brandhouse, Greensky, Sappi, Vodacom Mobile Media, Adobe, Aon South Africa, Hetzner, Ads24, The SpaceStation, Ogilvy Cape Town, DJ Badly, Lasernet, Waterfront Studios, Gallo Images, Paygate, Ornico Group, Rocketseed, Newsclip, Lifesense Financial Services, Grand Daddy Hotel, Cape Town Partnership, H-Factor, Ultra Litho, Graphica, Glaceau Water, BEE Online, Mango, meme, Wicked Pixels, PocketMedia Solutions, Visionation, ARC Telecoms, Tempest Car Hire, Hyde Park Southern Sun, Think iT Solutions, Services Seta, Media Film Service, Backsberg, ADreach, Egg / Humanoid, Vega the Brand Communication School, Roses Cordials

Travelling Exhibition Sponsored by Adobe, Venues and Dates

Dates to remember:

North West University, Potchefstroom
Stellenbosch Academy, Stellenbosch
Design Center, Greenside

20 September – 2 October 2010
11 – 23 October 2010
15 – 19 November 2010

*All dates are subject to change

Important Loerie dates to diarise:

Migrate magazine – Issue 11
Available now at Exclusive Books

Creative Week Cape Town
24 Sept – 03 Oct 2010

The Loerie Awards Festival Weekend
Cape Town: 01 – 03 Oct 2010

Migrate magazine – Issue 12
Oct/Nov 2010

For more information go to www.theloerieawards.co.za

Ends

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The Loerie Awards

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