

# Loeries 2010 finalists announced

The Loerie Awards released the finalists in this year's event, excluding Student, this morning, Thursday, 26 August 2010. All winners will be announced at the festival weekend, 1 - 3 October at the Good Hope Centre in Cape Town, South Africa.



View all the 2010 finalists on the [Loeries website](#). Finalists have until 2 September to check the entry credits; thereafter all information will be used to calculate the Loeries 2010 Ranking Tables.

This year an official ranking has been introduced by The Loerie Awards in order to provide a transparent report on the outcome of the awards. Each statue awarded will receive points, the values of which are based on the probability of winning each award. The exact ranking methodology and the points per award are all provided on the Loeries website. The points will be awarded to those credited on the winning entry itself.

All the finalists listed are unaudited results. 165 judges were involved in the 14-day evaluation process.

## See also:

- Fin24.com: [Ogilvy sets the pace for Loerie Awards](#)

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