

# The PRISM Awards 2015: Just around the corner

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With the 2015 PRISM Awards only three weeks away, the organisers are gearing up to celebrate and award the top public relations campaigns of 2014 from across the continent. With 37 categories, 213 entries, 42 judges, 33 sponsors and six media partners, this year's awards ceremony is set to be the most exciting one yet! The event takes place on Sunday, 19 April at the Maslow Hotel in Sandton.



Inspired by Africa, this year's event is a celebration of the continent's culture, collaboration and communication. "The PRISM Awards is all about honouring excellence and giving the industry the opportunity to benchmark their campaigns against the best of the best," says Bridget von Holdt, Convenor of the PRISM Awards. "It's also an unrivalled industry networking opportunity and guests at the PRISM Awards can look forward to an evening of amazing entertainment and great prizes."

## Programme Directors Extraordinaire!

Award-winning programme directors Ashraf Garda and Leanne Manas will host this year's event. Both are no strangers to the PRISM Awards and are well-known faces on South African television screens: Ashraf as a previous host for SABC 3's *Special Assignment* and Leanne as the face of SABC 2's flagship breakfast programme, *Morning Live*.

The details of the event are as follows:

Date: Sunday, 19 April 2015

Venue: The Maslow Hotel, cnr Grayston Drive and Rivonia Road, Sandton

Time: 4-9pm

Cost:

PRISA/PRCC members: R555.00 including VAT

Non-PRISA members: R670.00 including VAT

Student members: R335.00 including VAT

Dress: African Chic

The PRISM Awards sponsors include Airports Company South Africa, About Entertainment, Afroflame, Blue Apple, Candy Construction, CIMA, Facebook, Grind Coffee, GroundUp Media, Innovative Glass Design, Just You Models, Lounge Around, Mango, Paper Packaging Place, Pear Factor, ROi Africa, Sappi, The Event, The Maslow Hotel, Toni Glass, Upstage Productions, VonH Brand Provocateur, Vukani Fashions, WeCollaborate, Zoom Photography and Sun International. Media partners include Bizcommunity, Cliff Central, Jozi Maboneng Radio, Mix FM, The Event and UNISA Radio.

For more information visit: <http://www.prism-awards.co.za>

#prisms2015

## About the PRISM Awards

Now in its 18th year, the PRISM Awards are presented to public relations and communication professionals who have successfully incorporated strategy, creativity and professionalism into public relations and communication programmes and strategies that showcase a successful public relations campaign.



Bridget von Holdt, Convenor of the PRISM Award



Ashraf Garda, well-known radio and TV presenter and founder of 'Champion South Africa'



Leanne Manas, the face of SABC2's flagship breakfast programme, *Morning Live*

Anyone can enter - business enterprises, associations, private institutions and government bodies are all eligible. For more information on the Awards, contact to be confirmed from PRISA on tel 011 326-1262 or e-mail [susanr@prisa.co.za](mailto:susanr@prisa.co.za).

Website: [www.theprismawards.co.za](http://www.theprismawards.co.za)

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