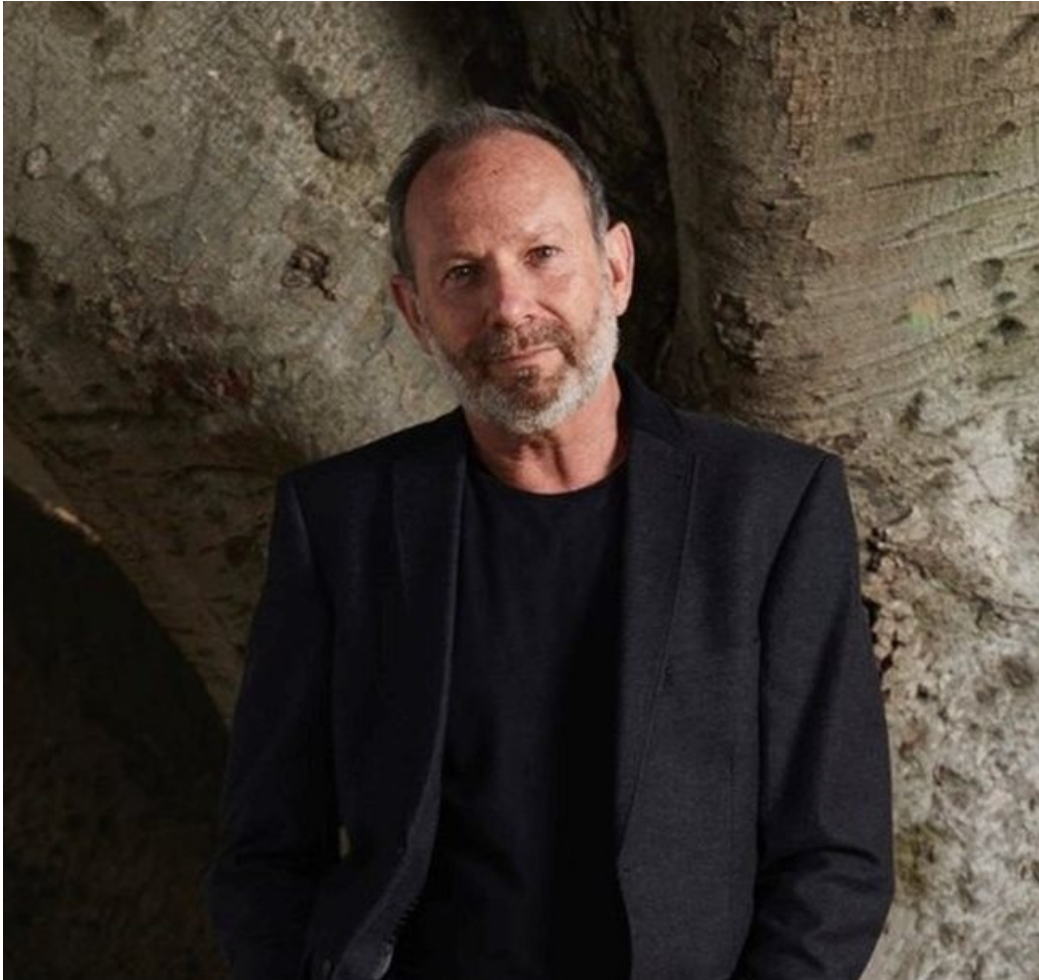


Pitcher Festival names Alistair King as 2021 Pitcher Awards Heritage jury president

Pitcher Festival of creativity has named Alistair King, co-founder and chief creative officer of King James Group South Africa as 2021 Pitcher Awards Heritage jury president. King will lead the Heritage jury for entries in the Film, Print, Branded Content, Outdoor and Design sub-categories.



Alistair King, co-founder and chief creative officer of King James Group South Africa

King is the founding creative partner of 23-year old independent agency network, King James Group. He is one of a very small group of individuals who has been inducted into both the SA Creative Circle Hall of Fame (2017) and the Loeries Hall of Fame (2019).



#Loeries2019: Hall of Famer Alistair King on the industry's current seismic shift towards a more inclusive creative future

Leigh Andrews 24 Aug 2019



In 2008, he was named *Financial Mail* Adfocus Agency Leader of the Year. His agency also made a great debut performance at the 2020 Pitcher Awards with 3 Gold, 1 Silver and 2 Bronze.

According to Nnamdi Ndu, CEO CHINI Africa, Cannes Lions Festival Representative in Nigeria and organisers of the Pitcher Festival, "Alistair has made his mark around the continent and internationally as a true creative leader and this fits squarely with our goal of making Pitcher Awards the true Pan-African benchmark for creative excellence. We're eagerly

looking forward to his contributions to the 2021 Pitcher Awards and the opportunity to once again demonstrate transparency, credibility and true recognition for excellence and game changing ideas ".

2021 Pitcher Awards

Entries are currently ongoing for Pitcher Awards and the festival has been scheduled for 20-22 May 2021. Organisers of Pitcher Festival announced the introduction of the Entertainment category, which includes: Entertainment Film, Entertainment Audio, Media Promo, Live Events, Sports, Use of Music, Music Video and Comic Skits. The existing categories are Heritage, Channel, Digital and Good.

A special one-off subcategory for 2021 has also been created in Good to honour great work that has been made to address issues relating to Covid-19 in the wake of the pandemic.

For more about the 2021 Pitcher Awards, go to <https://www.pitcherawards.com/>

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