



MEDIA STATEMENT

SABC WINS GOLD AND SILVER AWARDS AT THE PROMAX AFRICA AWARDS

Johannesburg, Friday, 06 November 2020 –The South African Broadcasting Corporation (SABC) is pleased to announce that it was recognised and awarded gold and silver awards at the Promax Africa Awards 2020.

The SABC's Freedom Month Campaign which was produced and aired in April this year, won a Promax gold award in the best design without footage category. A silver award for the best radio promotion was awarded to the radio promo of SABC3's Access Animal Shows.

The Promax Awards celebrate outstanding achievements in entertainment marketing and design by honouring teams that use their design and marketing talents to drive audiences, create value, and build leading brands in entertainment.

These accolades bear testimony to the SABC's commitment of ensuring world-class marketing and design initiatives which resonate with our audiences and meet the industry's best practice standards.

In its quest to constantly resonate with its listeners and audiences, the SABC will continually position its brands as leading sources of information, education and entertainment, and also as trailblazers in the ever-increasing competitive media landscape.

END

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