

# Pendoring Awards ceremony set to be a feast

At the 17th [Pendoring](#) Awards ceremony, set to take place on 21 October 2011 at Vodaworld Midrand, Johannesburg, guests can expect to be treated to a 5-course meal, drinks and goodie bags for each guest. The evening will also feature Elma Postma and Soli Philander as the masters of ceremonies and the lineup of entertainment will include Nadine, Snotkop, CH2 and Die Heuwels Fantasties.



**PENDORING**

A novel addition this year is the Jacaranda 94.2 and Radmark photo booth, where guests and their partners can have their photos taken and have them developed right there to take home with them.

According to Pendoring GM [Franette Klerck](#), this year's campaign theme showing the prestige winners 'jolling' overseas will also be evident at the awards event. "From the invitations and menu to the audio-visual presentation and entertainment, all are aligned to this year's campaign."

Klerck stresses that role of the awards is not limited to merely rewarding excellent Afrikaans and truly South African advertising.

"It's an ongoing project aimed at spreading the message of the importance and value of Afrikaans advertising across the entire value chain. Despite the emigration of a great number of Afrikaans-speaking South Africans, the Afrikaans-speaking consumer market still has considerable buying power. Marketers, who realise this and communicate with Afrikaans speakers in their home language, tend to reap rich rewards." she added.

Regarded as highlight of the annual advertising calendar, the general public can now also attend. To purchase tickets to the gala event, contact Corrie le Roux at [corrie@vibrantmedia.co.za](mailto:corrie@vibrantmedia.co.za) or 011 880 5202.

## For more:

- Bizcommunity Search: [Pendoring](#)
- Bizcommunity Press Office: [Pendoring](#)
- Official website: [www.pendoring.co.za](http://www.pendoring.co.za)
- Twitter: [@Pendoring\\_](#)
- Facebook: [Pendoring page](#)
- Google News Search: [Pendoring](#)
- Twitter Search: [Pendoring](#)

**BIZCOMMUNITY.com**  
ONLINE MEDIA PARTNER

For more, visit: <https://www.bizcommunity.com>