

## 24th Pendorings continue the celebration of indigenous languages

The 24th Pendorring Indigenous Advertising Awards was held at the University of Johannesburg (UJ) Arts Centre on 31 October 2019. The annual awards celebrate creativity in the indigenous languages of South Africa.

TBWA/Hunt Lascaris received the Umpetha Award for 'The Real Cost of Being Zulu' radio campaign for City Lodge Hotels. North-West University was the overall student winner for 'Mengelmoes'.

The lineup for the evening included TV host and radio presenter, Hulisani Ravele, who mesmerised the audience with her multilingual capabilities and charm, together with the hilarious knitted-jersey lover, Schalk Bezuidenhout.

Culinary delights were served up by Tannie Poppie van As and Mpho Dean from an open fire. Other highlights were performances by Bambanani Brass Band and Bombshelter Beast.















































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