

# The AMASA Awards Roger Garlick Grand Prix 2016 brought to you by Kaya FM

Issued by [Amasa](#)

24 Oct 2016

It's with much excitement that the AMASA Awards committee announces that Kaya FM will be sponsoring the 2016 Roger Garlick Grand Prix. The Roger Garlick Award brought to you by KAYA FM will be awarded to the overall winning campaign, which showcases the best in media creativity, innovation and execution. The winner of The Roger Garlick Grand Prix will not only hold the prestigious title of the year's top campaign but will also have their work submitted into the international Festival of Media Awards sponsored by AMASA.

Olga Muteiwa, marketing manager of Kaya FM, expresses the broadcaster's delight in supporting the AMASA Awards. "Kaya FM is excited to sponsor the Roger Garlick Grand Prix at the AMASA awards in 2016. As a broadcaster we believe being an integral part of recognising and celebrating innovation in media, we show our appreciation for the advertising industry and the outstanding achievements by all who continue to display inventiveness and forward thinking. It's a rare honour to sponsor an award that reflects on the principles and values of a respected leader who left an indelible mark on the industry. As a media owner we strive to keep pushing boundaries in new technology and broadcasting and celebrate the flair of talented creatives. The award shines a light on the innovative people behind the great campaigns in advertising who work to reach audiences locally and globally."

This is the second year that the AMASA Awards has introduced Category and Grand Prix sponsorship opportunities. "We are extremely grateful to Kaya FM for supporting the AMASA Awards with their Grand Prix sponsorship," expresses Wayne Bishop, head of the AMASA Awards portfolio. "Also a big thank you to all our other Category sponsors. Your contribution will help enable AMASA to fulfill its mandate; to further the industry through education and skills development," completes Bishop.

The AMASA Awards Gala Evening is to be held on Tuesday, 25 October, hosted at Montecasino's Grand Ballroom. The Awards evening promises to be a night of entertainment as the Association recognises and celebrates media innovation and creativity.



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