

Ster-Kinekor Theatres onboard with Standard Bank Rocking Future Roadshow

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Local edutainment company Three Ring Circus' (3RC) successful flagship project, The Standard Bank Rocking Future Roadshow, will be teaming up with Ster-Kinekor Theatres for their 2010 tour. The Roadshow, which will visit over 30 000 Matrics between January and May next year, will be launching a new initiative - '10 weeks of giveaways' - which will see learners walk away with fantastic prizes. Ster-Kinekor Theatres will be providing hampers in this regard, ranging from movie merchandise to PlayStation® games.

Elizabeth Lee Ming, CRM Marketing Manager for Ster-Kinekor Theatres, regards the partnership as "a platform to explore some exciting opportunities". In addition to the giveaways Ster-Kinekor Theatres will be featuring in the Roadshow's Future Guide magazine which is distributed for free to all Matrics who see the show. Ster-Kinekor Theatres are offering readers of the Future Guide magazine an exclusive offer, rewarding readers who join the Award-winning Ster-Kinekor Movie Club. Readers who are already members of the popular Loyalty programme can also participate. The cinema giants will be giving away 200 movie vouchers during the tour.

Kay Cheytanov Managing Director of 3RC said, "We are ecstatic that Ster-Kinekor Theatres is onboard with the Roadshow. We reach the same markets and are looking forward to a long and prosperous partnership."

The Standard Bank Rocking Future Roadshow features representatives of up to 20 of the country's finest universities and colleges, helping learners understand the enormity of study options available to them. Through face-to-face interaction with these institutions, and the informed and entertaining nature of the show itself, the message soon becomes abundantly clear that Grade 12's must make the right career choice, not the expected one.

The Roadshow will kick off its tour in Pretoria and Cape Town on January 14th 2010, and will then make its way through Johannesburg, Port Elizabeth, Durban and Pietermaritzburg, before ending its journey in the East Rand on April 30th.

For more information log onto: www.rockingfuture.co.za. For details on the Ster-Kinekor Movie Club and to join online, go to www.sterkinekor.com.

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