

Sabre Awards Africa open for PR professionals

GABARONE, Botswana - The second edition of the SABRE Awards Africa competition for public relations professionals on the continent, is now open for entries.



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The Holmes Group is partnering with the [African Public Relations Association](#) on the second edition of the SABRE Awards Africa. The competition is now open for entries, and the winners will be recognised at a gala dinner during the 20th APRA conference, which will take place in Gaborone, Botswana, next May.

The SABRE Awards, which recognise superior achievement in branding, reputation and engagement, have a 25-year heritage. There are separate competitions in North America, EMEA, the Asia-Pacific, Latin America, and South Asia. The winners from those regional competitions are eligible for the Global SABRE Awards, which recognise the best PR campaign from more than 5,000 entries around the world.

In addition, the winners from the African SABREs will be entered automatically into consideration for the EMEA awards, which will continue to include an African category—and to accept African entries in all categories.

According to Paul Holmes, who chairs the SABRE judges: “Last year’s inaugural African SABRE Awards competition attracted entries from across the continent and spotlighted great work in multiple markets and multiple practice areas. We are excited to expand on that success this year, and to showcase great African work to the global public relations community.”

APRA president, Yomi Badejo-Okusanya, added: “APRA is delighted to be partnering with The Holmes Group in this second year of the SABRE Awards Africa. Recognition of the quality work being done across the continent of Africa is important to the continued growth and upliftment of the industry and we want to showcase to the world that Africa is rising.”

The [dedicated SABRE site](#) is now open and accepting entries. The [deadline](#) is December 15, although late entries will be accepted until January 29 with payment of an additional fee. A complete list of categories for the African competition [can be found here](#), with [tips for successful entries](#) here.