

SMS updates during Loeries Festival 2010

[The Loerie Awards](#) will be running the SMS update service during the Loeries Festival Weekender from 1-3 October 2010. In partnership with Vodacom Mobile Media, Loeries will SMS those registered for the service the key programme elements over the weekend.

Those registered stand a chance to win a "Rockstar weekend", including a suite at the Grand Daddy Hotel chauffeur-driven Lexus and tickets.

SMS 'Loeries' to 34747 to receive the free SMS programme alerts over the festival weekend. Only details the programme will be delivered, no spam.

"The Loeries SMS service has been enhanced from last year, bringing you single-click access via the Loeries mobisite (www.loeries.mobi) to programme information, maps and directions. We have added a consolidated live social text cast, putting the buzz of the biggest event of the year in the palm of everybody's hands," says Laurent Buckle, creative director at SilverstoneCIS, digital solutions partner delivering the Loeries mobile portal and communications.

Loeries Live text cast

To chat via the Loeries Live text cast, tweet: [@Loeries2010](#) or SMS 'LL' (plus your message) to 34747 (SMS costs R2).

All messages and tweets will go live on the mobisite as well as on the Loeries twitter page, and you'll be able to follow the action on either.

"Vodacom Mobile Media is proud to continue its sponsorship of the Digital category and a special Mobile Advertising Award at the 2010 Loeries. We have also sponsored all SMS and MMS communications and the development of the Loeries mobisite. Our association with the Loeries is a fantastic way of showing our support for the development of digital content and is part of our overall strategy of driving access to and the usage of mobile communications by as many South Africans as possible," comments Phillip Boshielo, executive head of Vodacom Mobile Media division, a Vodacom Ventures company.

Registration SMS costs R2, terms and conditions apply.

For more:

- Bizcommunity special section: [The Loerie Awards](#)
- Bizcommunity search: [Loerie](#)
- Bizcommunity: [Twitterfall](#)
- Loeries site: www.thelorieawards.co.za
- Loeries Twitter: [@loeries2010](#)
- Loeries Twitter Search: [Loerie](#)
- Creative Week: www.creativeweekct.co.za
- Google News Search: [Loerie](#)
- Facebook: [The Loerie Awards page](#)



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