

# Loeries extend World Cup ad submissions deadline

The deadline for the both the flighting and entry for 2010 FIFA World Cup-related entries into this year's Loeries has been extended to 13 July 2010. Work eligible for the extension includes all brand communication that is in one way or another related to the hosting of the world cup in South Africa this year and is not limited to official world cup communication.



Although the special extension is provided, all entries received after 31 May will incur a 5% late fee charge.

"This special extension has been allowed in order to promote the hosting of the World Cup in South Africa. All entries will be judged in August and the winners will be announced in Cape Town at the Festival Weekend from 1 to 3 October. The committee felt that this was far better than only seeing the World Cup work at the end of 2011," commented Andrew Human, CEO of The Loerie Awards.

## For more:

- Bizcommunity special section: [The Loerie Awards](#)
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