



# Cannes Young Lions ready for this year's entries

Given the falling Rand to Euro, a Cannes Lions Competitor Pass, valued at €1295 per person, plus other rewards sponsored by Cinemark is a once-in-a-lifetime opportunity for a team of creatives to enter the Cinemark Cannes Young Lions competition.



Yvonne Diogo

"This competition is unique. It affords a team of creatives, aged 30 years and under, the opportunity to experience the Cannes Lions, which is incomparable," says Yvonne Diogo, marketing manager & account executive for media sales at Cinemark.

"Registration for the Young Lions Competition is necessary for any local creative. It could see the winning pair off to win other international awards, allowing them to carve out a distinctive career profile within the market place. It also provides an international platform on which to demonstrate their talent."

A team from Joe Public won the Cinemark Young Lions Competition in 2014 and their ad went on to win a Bronze Lion in the Promo and Activations Category and a Silver One Show - all because of this competition.

The local leg of Cannes Young Lions will have a panel of South African judges, chosen because they are the best of the best. Local winners of Cannes Young Lions will receive a prize that includes flights to France, accommodation, a full week's Young Lions Registration and entry into the International Cannes Young Lions Competition.

To register, go to [www.cinemark.co.za/cannes-lions](http://www.cinemark.co.za/cannes-lions).