

Top Eastern Cape event wins coveted PRISM Award

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Algoa FM entered their PR strategy for the 2014 Algoa FM Boardwalk Big Walk for Cancer in the 18th Annual PRISM Awards and received the Bronze award in the Sponsorship Category at a ceremony hosted in Sandton on Sunday, 19 April.



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The 17th Algoa FM Big Walk for Cancer will be hosted in Port Elizabeth on Saturday, 31 October 2015. Last year, the event reached a new high with close to 9,000 walkers and the biggest cash donation towards Igazi Foundation, which allowed for the opening of the Eastern Cape's new 25-bed paediatric oncology ward at Provincial Hospital on 1 April 2015.

"This was the first year that we entered the PRISM Awards and we knew the competition would be tough. We competed against SA's top national events and PR agencies in the sponsorship category of the 2015 PRISM Awards," says Marketing Manager for Algoa FM, Toinette

Koumpan.

The 2014 Algoa FM Boardwalk Big Walk for Cancer came out tops, beating major PR agencies in the Sponsorship Category of the PRISM Awards such as the FleishmanHillard Campaign for the 2014 Nike Soweto Marathon, Atmosphere Communications' Sanlam Handmade Contemporary Fair, Ogilvy Public Relations Johannesburg's The Boucher Legacy, and Plato Communications' Gauteng SANSUI Summer Cup 2014.

"They all have impeccable reputations in the media industry. Therefore we feel both honoured and humbled to have won the bronze award for one of our biggest station events", says Koumpan.

"The marketing for this campaign is completely managed internally by our marketing team and the winning PR strategy was conducted by our Public Relations and Corporate Social Investment Manager, Jennilee Peremore", says Managing Director for Algoa FM, Dave Tiltmann.

"What makes the Algoa FM Boardwalk Big Walk for Cancer stand out is the fact that it seems to have been entirely and professionally driven by Algoa FM. The station was the single biggest driver. They arrested dropping numbers, increased participation and charity donations, and incorporated fun social media engagement. They certainly achieved what they set out to do", says the Chief Judge for the PRISM Awards, Marilyn Watkins.

"We are excited about the plans for this year, and are in the process of actively pursuing a prospective title sponsor", says Tiltmann.

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