

Vega shines at the 2019 Loeries with two golds

Issued by [Vega School](#)

30 Aug 2019

Twelve students from [Vega](#) (a brand of The Independent Institute of Education - [The IIE](#)) received top honours at this year's Loeries Awards, bagging two golds, two silvers and one bronze Loerie award for their work.

"To all of the incredibly talented students and navigators who worked tirelessly to submit outstanding work to the Loeries this year, you have done yourselves, your school and your industry proud!" says Shevon Lurie, Managing Director at Vega.

'[Know Her Name](#)', which was conceived by The IIE's Vega Johannesburg students Vini Xavier, Tshego Kwele, and Cara Brauckman, won gold in the Facebook Challenge for its unique approach to encouraging people to learn about female football stars. The students were also awarded an all-expenses-paid trip to Loeries Creative Week in Durban.

Another group of students from the Durban campus – Amy Tjasink, Justine Clyde and Roxanne Schoon – were awarded a gold Loerie for their submission, '[FEM](#)', a digital publication looking at the concept of feminism through the eyes of women.

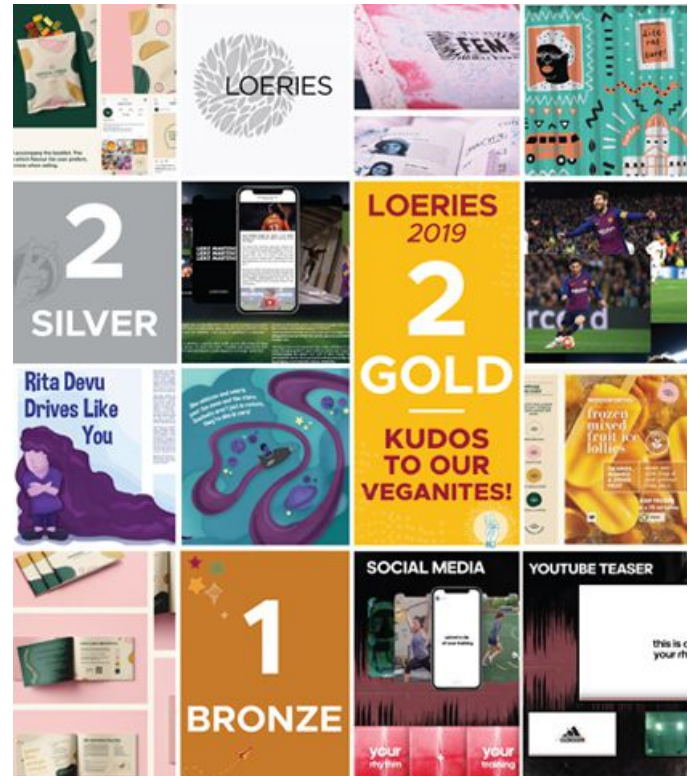
A silver Loerie was awarded to Lebohang Machitje and Bathabile Xaba for '[Hopeful Foods](#)', an idea that would help alleviate the dietary challenges commonly faced by cancer patients. Kyle Gounden and Christian Botha also received a silver Loerie for their '[Rita Devu Drives Like You](#)' initiative that aims to teach the importance of safe driving to 'tomorrow's drivers'.

Last but certainly not least, a bronze Loerie was awarded to Vini Xavier, Micah Bwanali and Julie Dancaster for their campaign entitled 'Adidas Beats', which was dedicated to helping women athletes drown out the negative comments often aimed at them by society.

"Some of the work we saw streaming in from IIE Vega students and others was arguably on par with that of seasoned industry experts. We are immensely proud of every single one of the Veganites who took part and who were recognised on such a prestigious platform – well done to everyone!" says Lurie.

Read more about the Vega students' submission at www.loeries.com.

Visit vegaschool.com to apply to study at Vega in 2019/2020, and for more information on the wide range of IIE qualifications, programmes and online courses available to study.



" Calling all brands to participate in the 2023 IIE-Vega Brand Challenge 21 Jul 2023

" Busting the myths for our youth: Careers for creatives 23 Jun 2023

" Young creatives from IIE-Vega dominate 2022 awards season 24 Nov 2022

" New postgrad degree for future-focused design leaders 13 Sep 2022

" Charting your way to the top: How to strategise your career trajectory post-pandemic 4 Aug 2021

Vega School



Vega is a brand of The Independent Institute of Education (The IIE). The IIE is South Africa's largest private higher education institution which operates across 20 campuses. The IIE is international accredited by The British Accreditation Council.

[Profile](#) | [News](#) | [Contact](#) | [Twitter](#) | [Facebook](#) | [RSS Feed](#)

For more, visit: <https://www.bizcommunity.com>