

Xolisa Dyeshana appointed Loeries Chairperson

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Joe Public's Creative Director, Xolisa Dyeshana, has been confirmed as the newest Loeries Chairperson. Xolisa takes over the reins from Boniswa Pezisa as he begins his two-year tenure.



"Firstly I would like to thank the Loeries board and committee who found it befitting to entrust me with this position," says Xolisa. "I would also like to acknowledge and thank Boniswa for the sterling work she has done with Andrew over the last two years which saw us achieve so many milestones, amongst which was the move from the Good Hope Centre to the ICC, the introduction of Creative Week, judging in Cape Town, the Loeries seminar and the Travelling Students Exhibition just to name a few. These have all helped to make the Loeries grow in stature every year.

"One of my missions as Loeries Chairperson will be to make the awards more attractive to marketers and to the media industry at large, and to make sure that we maintain a cohesive awards system. Another drive for me personally, is to give young underprivileged minds easier access into the industry and to expose more young people to advertising as a career choice.

"We have our fair amount of challenges over the next two years, but I have no doubt that with the board, the committee and the industry at large, the Loeries will continue to strive as a symbol of creative excellence that serves our clients' brands and wins the hearts and minds of South Africans."

In his capacity as Creative Director of Joe Public, Xolisa has served the Loeries for the past five years, either as a judge, committee member or board member. Xolisa has also been invited to judge the John Caples Awards in New York and last year was invited to judge at the Cannes International Advertising Festival. In addition, Xolisa sits on the Creative Circle EXCO and is a past judge of the Apex, Assegais and Financial Mail Adfocus Awards.

"Last, but certainly not least I'd like to thank my agency Joe Public for its unwavering support over the past six years and for continually reminding me to stay on the Growth path!"

For more on Joe Public, visit www.joepublic.co.za or follow Xolisa on Twitter: [@XolisaDyeshana](https://twitter.com/XolisaDyeshana).

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