



**The IAB SA invites you to join the
#2020Bookmarks experience online
(no ticket required).**

**Get ready to go online this Thursday 19th March: 17h00-18h00
[instagram.com/iab_sa](https://www.instagram.com/iab_sa)**

Last week, we announced the digitisation of our 12th Annual Bookmark Awards ceremony to be held on 19 March 2020 at 5pm and the cancellation of the on-site event at The Galleria that evening. This comes in response to the World Health Organization's announcement that the virus has reached pandemic level and the responsibility of the IAB SA to minimise any health risk of our event attendees.

"You won't have to miss the 2020 Bookmark Awards because #Bookmarks2020 is a digital-first, free awards experience that will be accessible to all online through the IAB SA digital platforms and supporting local media." comments Bookmarks Jury President, Andrea Quaye, adding "we invite all agencies, publishers, brands, companies and individuals to join in this week – from where-ever you are, as we take the #2020Bookmarks online for the first time."

For more information on how to attend the virtual event, keep an eye on the Instagram account, [@iab_sa](https://www.instagram.com/iab_sa).

Paula Hulley, IAB SA CEO includes "We are also thrilled to be inviting our **2020 Bookmarks Front Row winners** to the #2020Bookmarks show format and will be further introducing them to the industry online this Thursday and at future events and platforms.

**Today, we are proud to announce our
2020 Bookmarks IAB SA Front Row winners:**

**Zoya Nkosi
Kamogelo Makhale
Motshidisi Mokoena
Bokamoso Pascal Tsogang
Mahlitse Moti**

Each of the 5 winners submitted their entry by Friday 13th March 2020 and was reviewed by the IAB SA Bookmarks Front Row Panel. Each winner will receive a R10 000 non-transferable online-course voucher from The Red & Yellow Creative School of Business, a R3 000 non-transferrable G-Star clothing voucher and an invitation to participate in the #2020Bookmarks online awards and future IAB events”.

For more information on the IAB SA Front Row Programme, visit https://www.iabsa.net/pages/front_row

The 12th Annual Bookmark Awards, Powered By DSTV Media Sales and in partnership with Newsclip, G-Star, 24.com, Arena Holdings, the South African, Red & Yellow Creative School of Business, HelloFCB+ and Gumtree are on Thursday the 19th of March 2020 at 5pm via digital channels. More information to be released on Twitter @iab_sa and Instagram @iab_southafrica

Event tickets and refunds:

- For individuals who have already purchased their 2020 Bookmark Award gala tickets via the Howler platform please action your refund by emailing Support@howler.co.za.
- If you have paid for your Bookmark Award gala ticket via the IAB SA, please email thebookmarks@iabsa.net to request your refund.

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About the IAB South Africa:

The Interactive Advertising Bureau is based in over 47 countries and serves to empower the media & marketing industry to thrive in a digital economy. We do this through our connected culture and accessible access to experts and expertise, enabling you make better digital decisions with smart, motivating and actionable insights.

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