



## ANIMATION CHALLENGE

### PRESS RELEASE

#### For Immediate Release

#### Call for entries: AB4IR Amateur Creative Designers Animation Challenge

Tshwane, Thursday, 10 September 2020 - AB4IR, a Digital Innovation Hub located in Mabopane, Tshwane South TVET College is calling upon all aspiring and talented designers in the animation space to enter the animation challenge. The challenge is launched during the important time in our country as we celebrate our Heritage and Tourism month in South African theme calendar, and it also captures the essence of the Theme for the Challenge – **My Heritage**

Top three contestants stand a chance to win a two-year business incubation package as the ultimate Challenge prize.

#### This package comprise of the following:

- Business Development
- Coaching and Mentoring and
- Access to the Market
- Access to funding

Entries can be submitted to the AB4IR email address clearly marked as Animation Challenge; [admin@ab4ir.org](mailto:admin@ab4ir.org).

#### The format and categories of the entries is either of the following:

- A one-minute maximum audio-visual clip,
- Two-page comic strip

- South African Superhero/Super Heroines – designers to create their own superhero/Superheroines, which represents and encapsulate South African culture, heritage and narrative.

Aspiring and talented animators have until Friday, 25 September 2020 to submit their entries.

Please follow us on our social media platforms for updates and news bites, as we lead up to the event. Aspirant contestants are also welcome to visit our website for more information

“AB4IR is excited to be hosting its first Animation Challenge; we are looking for fresh animator’s clips that celebrate our cultural diversity and uniqueness. As such, we are calling upon amateur and aspirant designers to support the theme with their own interpretation and translation of our heritage. The Challenge is open to amateur designers, who previously did not have the platforms or opportunities to participate and we hope that this challenge will serve as an encouragement they need to put their artistic and creative impact to good use ”, says Ms Kele Molopyane, CEO of AB4IREnds

Visit:

[www.AB4IR.org.za](http://www.AB4IR.org.za)

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## About AB4IR

We are a Non-Profit Company aimed at addressing digital and gender divide in the ICT space by empowering communities through technology, innovation and entrepreneurship. We partner with government, private sector, academia both locally and internationally.



**Empowerment through...**

Technology  
Innovation  
Incubation.