



For Immediate Release

FAME Shorts Film Festival Launches Poster Design Competition in Partnership with Yes!Definitely

The FAME Film Shorts Festival, in a ground-breaking collaboration with the innovative beverage company Yes!Definitely, is thrilled to announce a call for entries for the official poster design of its 2024 edition. Scheduled to dazzle audiences from September 4 to 7 at the iconic Labia Theatre in Cape Town, the festival invites artists and designers from across the globe to capture the spirit, values, and the enchanting mascot, the African penguin, in their designs.

This year's competition seeks to unearth designs that are not only visually arresting but also encapsulate the essence of cinematic brilliance, appealing to a worldwide audience. The creator of the winning poster will be awarded R5,000 in cash, have their artwork featured on Yes!Definitely bottles, and gain widespread recognition as the official festival poster designer, including exclusive interviews and an invitation to attend the festival.

Martin Hiller, Portfolio Director of FAME Week Africa, expressed his excitement about the collaboration: "We are at the forefront of celebrating creativity and innovation in the film industry, and this partnership with Yes!Definitely amplifies our commitment to providing a platform for artistic talent. This competition is more than just about finding a poster; it's about capturing the heart and soul of cinematic storytelling and showcasing it to the world."

Tracy Ruggier, founder of Yes!Definitely, added, "We are delighted to partner with the FAME Shorts Film Festival for this creative endeavour. It's a fantastic opportunity for artists to have their work celebrated on a grand scale, and we are eager to see the creativity that emerges. Yes!Definitely is all about supporting innovative and inspiring talent, and this competition embodies our ethos perfectly."

Competition Highlights:

- Prizes: R5,000 cash, artwork featured on Yes! Definitely bottles, and significant recognition.
- Submission Deadline: May 13, 2024
- Winner Announcement: June 3, 2024
- [Download The Brief and Submit Your Artwork here](#)

For artists and designers wishing to participate, this competition is not just an opportunity to showcase their talent but to also be part of a movement celebrating the power of film and creativity. The FAME Film Shorts Festival and Yes! Definitely look forward to unveiling a design that perfectly encapsulates the festival's vibrant spirit and the dynamic essence of storytelling.

Ends.

Note to Editor:

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About RX

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