



WIN FABULOUS PRIZES in the Slow Festival Facebook Competitions

The Slow Festival has worked to establish Sedgefield as the region's Easter holiday destination of choice since its inception in 2010. This year, organisers are stepping up their efforts through a Facebook campaign that will be the launch pad for various competitions in which truly fabulous prizes can be won.

"We want to get the whole town, area, region involved" says Slow Festival organizer Amanda Dixon. "Facebook provides a platform that will extend our reach considerably and even allow us to connect with other Slow Towns and events internationally."

Want to be a part of the building excitement and stand a chance of winning one of eight fantastic prizes in one of the four facebook competitions? Read on and find out how...

Lake Pleasant Living ORANGE Selfie Competition:

1st Prize: 2 night stay at Lake Pleasant Living for 4 pax in a Villa on a "Self Catering" basis. (Value approx R6300).

2nd Prize: 2 Tickets to attend the Knysna Wine Festival in July (value R200)

How to win: Take a 'selfie' of yourself in ORANGE (A 'selfie' is a self-portrait photograph, typically taken with a hand-held digital camera or camera phone). You can get creative- we'll allow pics of your kids, family, friends or pets dressed in orange! Once you are happy with your orange selfie—follow the 5 steps below to load your photo on the Slow Festival Facebook page under "Lake Pleasant Living ORANGE Selfie Competition". Winners will be chosen from the photos with the most 'likes' (by locals, visitors, friends, tourists) and by a panel of judges.

EDGE Business Get ORANGE Competition:

1st Prize: Half page advert in the EDGE newspaper (value approx. R3000) PLUS 1 case of Benguela Cove Lagoon Wine Estate 2012 Sauvignon Blanc (value approx. R540)

2nd Prize: Eighth page colour advert in the EDGE (value approx. R1000) PLUS 2 Tickets to attend the Knysna Wine Festival in July (value R200)

How to win: Businesses and Shops dress your shopfronts as creatively as possible in orange. Once you are happy with your orange shopfront— follow the 5 steps below to load your photo on the Slow Festival Facebook page under "EDGE Business Get ORANGE Competition". Winners will be chosen from the photos with the most 'likes' (by locals, visitors, friends, tourists) and by a panel of judges.

Lakeside Lodge Residents Get ORANGE Competition:

1st Prize: 2 nights for 2 sharing at Lakeside Lodge with breakfast & tour of Swartvlei Lagoon on their Pontoon Boat (value approx. R5000)

2nd Prize: 2 Tickets to attend the Knysna Wine Festival in July (value R200)

How to win: Sedgefielders submit pictures of your houses dressed creatively in orange- it could be beds of orange flowers or orange bows hanging off every window. Once you are happy with your orange house— follow the 5 steps below to load your photo on the Slow Festival Facebook page under "Lakeside Lodge Residents Get Orange Competition". Winners will be chosen from the photos with the most 'likes' (by locals, visitors, friends, tourists) and by a panel of judges.



Teniqua Treetops Most Creative ORANGE Hat Competition

1st Prize: 2 nights for 2 in a Treetop chalet (value approx. R3800)

2nd Prize: 2 Tickets to attend the Knysna Wine Festival in July (value R200)

How to win: Design, create and make the most wonderful orange hat you've ever seen! If your hat is zany enough, we'll invite you to wear it in the Easter Sunday Street Parade or the Out of the Bin Fashion Show. Once you are happy with your orange hat creation— follow the 5 steps below to load your photo on the Slow Festival Facebook page under "Teniqua Treetops Most Creative ORANGE Hat Competition". Winners will be chosen from the photos with the most 'likes' (by locals, visitors, friends, tourists) and by a panel of judges.

Here follows a step by step of guide of how to load your photos:

1. Take your photo.
2. Go to www.facebook.com/slowfestival.co.za and like the Slow Festival page.
3. Go back to your profile, upload your photo and write "# plus the name of the competition you're entering" eg. # Teniqua Treetops Most Creative ORANGE Hat Competition
4. Once photo is uploaded, view your photo and **TAG** Slow Festival facebook page in your photo.
5. Now all that is left to do is to tell your friends to vote for your photo.

What if you do not have access to a computer?

A) When you are happy with the look of your selfie/business/residence/hat, take a photo with your cell and SMS the photo together with your business's name to Cornel 073 870 0352.

B) If you want to vote manually go to Masithandane offices - they will be equipped as 'Slow Festival Facebook Competitions Poling offices'. These manual votes will be added to the ones on the Facebook page on a regular basis.

All the Slow Festival Facebook competitions will open on Thursday 27th February at 12pm midday and close on Sat 12th April. Voting may continue until midnight on Sat 19th April and winners will be announced on facebook on Sun 20th by 11am. Winners will be asked to claim their prizes at 3pm on the Village Green after the Easter Street Parade.

"The Facebook campaign is an online event that is very much part of the festival," says Dixon. "Entering these great competitions will add to the buzz we want to create about our town." SO all you have to do is let your fingers snap a photo, like a page and you stand a chance of winning some truly fabulous prizes... What's not to "like" about that?