



## **WIN FABULOUS PRIZES in the Slow Festival 2015 Facebook Competitions**

Following the success of the Slow Festival Facebook campaign and the competitions that were initiated and run last year, organisers will once again be launching various competitions in which truly fabulous prizes can be won.

With a little imagination, some positive thought and some focused effort, you could stand the chance of winning one of eight fantastic prizes in one of the four Facebook competitions!

Read on and find out how...

### **Reflections Eco Reserve Photographic Competition:**

**1<sup>st</sup> Prize:** 3 night stay at the stunning Reflections Eco Reserve (value R4500)

**2<sup>nd</sup> Prize:** 2 Tickets to attend the Knysna Wine Festival in July (value R200)

**How to win:** The Slow Festival Photographic Competition judges are looking for high-quality photographs that embody the spirit of the Slow Movement, with particular focus on mindfulness and old-fashioned values. We are especially interested in photographs that capture some emotional quality associated with the slow lifestyle: togetherness, mindfulness, creativity, community etc. Categories include: People, Food & Wine, Arts and Crafts, Outdoor and Adventure. Email/ sms/ whatsapp your photo to the organisers who will load it onto the Slow Festival Facebook page. The best 3 will be chosen by a panel of anonymous judges in combination with the number of Facebook votes.

**Hashtag Reference:** **#SedgeAppeal**

### **Views Boutique Hotel 'I LIKE' Competition:**

**1<sup>st</sup> Prize:** 1 night in a Premier Suite at the Views Boutique Hotel & Spa inclusive of breakfast for 2 people as a prize (value R4650)

**2<sup>nd</sup> Prize:** 2 Tickets to attend the Knysna Wine Festival in July (value R200)

**How to win:** Facebook users make or get a "like" card from Sedgefield Tourism office and have a photo taken of themselves, the 'Like' card and what they like in and around Sedgefield (place, activity, sport etc) and email/ sms/ whatsapp it to the organisers who will load it onto the Slow Festival Facebook page.

Finalists will be chosen from the photos with the most 'likes' (by locals, visitors, friends, tourists) and the Top 3 and FINAL Winner will be chosen by a panel of judges independent of the Slow Fest Committee.

**Hashtag reference:** **#ilikeSedgefield**

### **Blackwaters Lodge Most Creative Mask Competition**

**1<sup>st</sup> Prize:** 2 night stay for 2 people at Blackwaters Lodge including breakfast, Welcome drink and bruchettes on arrival, Round of golf & canoeing for two people(value R3000)

**2<sup>nd</sup> Prize:** 2 Tickets to attend the Knysna Wine Festival in July (value R200)

**How to win:** Make a creative MASK (ANY colour, size and shape!) and take a picture of yourself wearing it. Then email/ sms/ whatsapp it to the organisers who will load it onto the Slow Festival Facebook page.

Finalists will be chosen from the photos with the most 'likes' (by locals, visitors, friends, tourists) and the Top 3 and FINAL Winner will be chosen by a panel of judges independent of the Slow Fest Committee. As many mask-creators as possible must be available to walk in the Parade on Sunday 5<sup>th</sup> April.

**Hashtag Reference:** **#SedgefieldGuessWho**

### **EDGE Get Orange Competition:**

**1<sup>st</sup> Prize:** 1/2 page colour advert (value R3180) & a Spar hamper (value R500)

**2<sup>nd</sup> Prize:** 1/4 page colour advert (value R2100)

**3<sup>rd</sup> Prize:** 1/8 page colour advert (value R1116)

**How to win:** Businesses and Shops email/ sms/ whatsapp a photo of their shopfront dressed in orange to the organisers who will load it onto the Slow Festival Facebook page (NOT the EDGE team!). The best 3 will be chosen by anonymous judges who will take into consideration the amount of orange used, the 'out of box' thinking (we are looking for fresh and zany ideas this year), the effort made (including staff dress up and participation) and the number of Facebook votes.

**Hashtag Reference:** **#EdgeOrangebiz**

Here follows a step by step guide of how to ENTER:

1. Take your photo.
2. Email your **photo, name/business name, contact number** & what **competition** your entry is for to [info@slowfestival.co.za](mailto:info@slowfestival.co.za) **OR** sms/whatsapp to 072 949 3002. (NOTE: ALL Photos will be uploaded ONCE a day in the evenings).
3. Go to [www.facebook.com/slowfestival.co.za](http://www.facebook.com/slowfestival.co.za) and like the Slow Festival page.
4. Open the Photo Album titled by the competition you have entered eg. **Reflections Eco Reserve Photographic Competition**
5. Find your photo and 'Tag' yourself
6. 'Like' your photo and tell your friends to vote for your photo.

All the Facebook competitions will open on Thursday 12<sup>th</sup> February 2015 at 12pm midday and close on Sat 4<sup>th</sup> April 2015. Voting may continue until midnight on Sat 4<sup>th</sup> April 2015 and winners will be announced on Facebook and Twitter on Sun 5<sup>th</sup> April 2015 by 11am. Winners will be asked to claim their prizes at 3pm on the Village Green after the Easter Street Parade (no show, no prize!).

"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?

845 words

