



defence

Department:
Defence
REPUBLIC OF SOUTH AFRICA

MEDIA RELEASE

DATE: 19 November 2013

EMBARGO: None

THE SOUTH AFRICAN NATIONAL DEFENCE FORCE SCOOPS AN AWARD IN A DEFENCE FILM FESTIVAL IN ITALY

The South African National Defence Force (SANDF) scooped an award in the 23rd edition of the International Defence Film Festival which took place in Bracciano, a town near Rome in Italy from 12-17 November 2013. The SANDF won the first prize in the advertising section of the competition with the sixty (60) seconds advertisement titled, 'Crystal ball' against competitors who had vast superior knowledge and experience in the industry.

The participating countries, presented forty-five (45) different documentaries, short films, and commercials in this year's festival.

The productions were classified into the following categories: safeguarding peace, advertising, institutional communication, training, role in society, history, tradition, current events, safeguarding the environment and humanitarian operations.

The participants included defence forces from Brazil, Canada, China, Korea, Croatia, Finland, Hungary, Italy, Pakistan, Rumania, South Africa, Spain and USA.

The original idea of the defence forces' film festival was developed in 1989 by the Italian Cultural Association "Eserciti e Popoli" (Armies and Peoples) which aimed at analyzing and spreading styles, techniques, and methods in filming and production. This event is organized under the auspices of the President of the Italian Republic and is accredited by renowned international military institutions.

ENDS

Issued by: Department of Defence
Defence Corporate Communication

Enquiries: Mr Sipiwe Dlamini
083 645 4294