**The 21 Icons activations take flight**

**Johannesburg – November 2014** ‒ 21 ICONS South Africa in conjunction with its proud sponsors, Mercedes-Benz South Africa, will launch a series of activations and exhibitions at various consumer touch points around the country. The events will demonstrate that the project has built an integrated, multimedia platform to impart key attributes and messages of extraordinary South African leaders of the past and present to the public and to connect with local and international audiences.

The 21 ICONS project is an initiative aimed at documenting the lives of iconic individuals through fine art portraits, intimate conversations and short films, behind the scenes photography, written narrative as well as feature length documentaries into a truly converged visual experience to shape perceptions and transform societal norms, and impacting the communities around them.

The first leg of the campaign kicked off on Saturday 22 November at the Cape Town and OR Tambo international airports where promoters handed out copies of the *City Press,* the projects chosen print media partner, and created awareness and hype about the ‘Me & My Icon’ selfie competition.

Members of the public were encouraged to snap a selfie with a 21 ICONS collectable portrait poster inserted in the newspaper and post the picture alongside a short personal message to the featured icon on the 21 ICONS Facebook page. Readers can enter the selfie competition until 7 December 2014 and on 10 December an official draw will be held at Media 24 head offices and the winner of the new Mercedes-Benz C-Class will be announced.. Each week the ten best entries are selected by the City Press editorial team. Weekly prizes are awarded to the top three entries including Momentum Asset Management unit trusts, Nikon Coolpix cameras as well as 21 ICONS Season I collectable coffee table books. The 50 overall winners will then be entered into a lucky draw for the chance to drive away in a new luxury Mercedes-Benz C-Class.

The airport activations will continue until Sunday 30 November and Monday 29 December at Cape Town International Airport and OR Tambo International Airport respectively where Season I’s unique short films and exquisite portraits as well as the latest Mercedes Benz C-Class will be on display.

The winner of the ‘Me & My Icon’ competition will emerge from a lucky draw and be given the keys to a new Mercedes-Benz C-Class during the car handover scheduled to take place at The Victoria & Alfred (V&A) Waterfront in Cape Town on 13 December. Supporting competition content will be aired on the V&A Amphitheatre screens ahead of the competition closing date and the Season I short films flighted during the competition period.

Early next year the 21 ICONS project will also be showcased at the V&A for an extensive, full-spectrum indoor and outdoor exhibition.

The promotions intend to encourage the community to actively engage with the icons and these platforms offer a unique opportunity to align the brand with a remarkable collection of South African leaders.

**About 21 Icons South Africa**

21 ICONS South Africa is an annual collection of photographs and short films of South Africans who have reached the pinnacle of achievement in their fields of endeavour. These men and women have been an inspiration through their extraordinary social contribution. It is not a definitive list and does not denote any ranking.

The short film-series documents the conversations between Steirn as the photographer and filmmaker and the icons. Each short film provides insight into both the subject and photographer's creative approach to the portrait.

Season two of 21 ICONS South Africa is proudly sponsored by Mercedes-Benz South Africa, Momentum Asset Management, Nikon, Deloitte and the Department of Arts and Culture.

Season two debuted on Sunday 03 August continuing for another 20 weeks, one of 21 short films will be screened every Sunday on SABC 3 at 20h27.

On each of these Sundays, a poster of the icon’s portrait, taken by Adrian Steirn and his creative team, will be published in the City Press to form a memorable collection that everyone can own.

Media partners include SABC 3, City Press (Media 24), Provantage and Mxit.

**Social Media:**

21 Icons engages with the public through:
Twitter: @21Icons
Website: <http://www.21icons.com>
Mobisite: [www.21icons.com](http://www.21icons.com)
Facebook: <http://www.facebook.com/21Icons>
Pinterest: http://www.pinterest.com/21ICONS/
iTunes App Store: <http://tinyurl.com/lf3cfzm>
Google Play: <http://tinyurl.com/ovtcy45>

On behalf of **21 ICONS South Africa**

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