

MEDIA RELEASE
For immediate Release



LOCKDOWN TALENT SHINE THROUGH – exciting talent search launched by Caltex EC to get you through the home run. Photo Credit: Jaryd Piater

Adding some light to the end of the LockDown tunnel.

21 April 2020 - LOCKED down and stuck at home, South Africans are being encouraged to get off the couch and shine a light on their hidden talents to win their share of R10 000 in cash and R6 000 in fuel vouchers in the Caltex Eastern Cape Lockdown's Got Talent contest starting today (Weds, 22 April 2020).

Be it juggling, joke-telling or gymnastics; singing, skating or Shakespeare; bizarre, funny, serious or just plain wacky - #LockdownsGotTalent will involve the public in voting for the brightest stars, and there's a bonus in it for charity too.

"We South Africans are known for our resilience, for making the best of a bad situation. We want to lift spirits amidst the crisis by sharing some laughter and entertainment and showcasing some of the amazing talent that's out there while we are all staying safe by staying home. We're standing together in one of the most challenging times ever to face the world, and we know that the challenge will continue long after lockdown, so we hope to shine some light in this dark tunnel," Caltex Eastern Cape Marketer acting CEO Pat Kelly said.

The public will be the judges for the winners of the top 3 cash prizes of R5 000, R3 000 and R2 000, and R500 in Caltex Eastern Cape fuel vouchers for the next 12 finalists, while a lucky draw will select one voter to nominate an Eastern Cape NGO for a R2 500 donation.

Entrants of all ages and from anywhere in South Africa are invited to create a 90 to 180 second video showcasing their unique talent, which could be musical, artistic, gymnastic, comic, dramatic or anything else creative and entertaining. The video must be current and be shot inside their lockdown location.

Videos must be uploaded to the entrant's own YouTube channel and an online form completed at www.LockdownsGotTalent.co.za between 07.00 on 22 April 2020 and midnight on 30 April 2020. Contestants can submit as many videos as they wish, with a separate online entry form for each, and Caltex Eastern Cape will showcase entries on the website.

Fifteen finalists will be selected, based on uniqueness of talent, overall creativity, entertainment value and quality of the video, and their videos will go live on www.LockdownsGotTalent.co.za and on Caltex Eastern Cape social media on 7 May for public voting.

Voting will be via the @CaltexEC Facebook page, limited to one vote per person and closing at midnight on 13 May 2020.

The three most voted-for videos will win the cash prizes, with fuel vouchers for the remaining finalists.

Find more information, the entry form, and terms and conditions at www.LockdownsGotTalent.co.za

#StaySafe #StayHome

Ends.

(WORDS: 441)

Issued by Maven Connection on behalf of Caltex Eastern Cape Marketer.

For assistance please contact Salome Clack: 082 9070 954 / salome@mavenconnection.co.za

Caltex Eastern Cape Marketer (CECM):

CECM, the master franchisor of over 107 Caltex service stations in the Eastern Cape, has invested over R535-million during the past 14 years in revamps, upgrades and building new sites, to ensure that locals and travellers have access to Caltex service excellence across the length and breadth of the province.

Website: <http://www.caltexec.co.za>

Twitter: <https://twitter.com/CaltexEC> or follow @CaltexEC

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