

21 Icons launches season two

Issued by [Grapevine Communications](#)

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21 Icons South Africa has appointed Grapevine Communications to manage its publicity for season two. 21 Icons reveals the stories of remarkable South Africans who continue to make a difference in our community and beyond our shores. Grapevine has been tasked with profiling these extraordinary individuals and bringing their stories to the fore to inspire citizens of all ages, races and creeds, and ensure that these well-known and lesser known icons' stories are told for South Africans to aspire to and emulate.

Marie Yossava, MD of Grapevine comments; "It is an honour to partner with the 21 Icons Project as we recognise its ability to uplift South Africans at this crossroads in our history and shape a positive future for our country. We have such a wealth of home-grown icons and our work with this important project is ideal for Grapevine to help spread its message far and wide, creating dialogue about the human traits needed to lead, influence and inspire others for the greater good often through self-sacrifice and dedication."

About 21 Icons

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 renowned photographer and filmmaker Adrian Steirn and each of the icons. The short films provide 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 10 August and will continue for another 20 weeks with each of the 21 short films to be screened every Sunday on SABC 3 at 8.27pm.

A poster of the icon's portrait, taken by Adrian Steirn and his creative team, will also be published in the *City Press* every Sunday 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

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>

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