

Grapevine secures new account

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Grapevine Communications has been appointed by General Motors South Africa and Three Ring Circus to conduct an annual PR campaign for their Opel Rocking Future Roadshow.

The Opel Rocking Future Roadshow is an innovative and exciting show that will be performed at over 211 schools country-wide, educating and inspiring Grade 12 learners on career opportunities, tertiary education and gap-year opportunities. In addition to popular music from some of South Africa's hottest local talent, the Raj brothers make an appearance at the show and students are issued with a Future Guide providing them with practical information like how to apply for a student loan, advice on living in digs with class mates at university and relationship advice.

In 2006, The Opel Rocking Future Roadshow gave away nine bursaries to well-deserving students around the country and an Opel Corsa Lite to one lucky grade 12 student. Now in its seventh year, the 2007 Opel Rocking Future Roadshow promises to up the ante of the career prospects for matriculants with live performances by NKD, bursary sponsorship for several students and three Opel Corsa Lites up for grabs.

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