

Cointreau launches Cointreau Creative Crew campaign in SA, offers R100,000 bursary

Cointreau has introduced its philanthropic programme, the Cointreau Creative Crew, to South Africa. This programme encourages creatives in various fields to #DreamDareCreate and bring their creative projects to life. Entries close on 31 December 2016.



Karabo Moletsane

Laetitia Casta, a former actress and Victoria Secret model, created the CCC. "I wanted to give the next generation of women an opportunity to express their creative passions and showcase their work."

A grant scheme will take place where one entrepreneur will be awarded a R100,000 bursary to support his or her creative project. Creatives within the art, music, design, film, food or even cocktail industry can apply for the grant. The programme is open to all creatives (male and female) who have a dream they want to materialise: whether it is launching a clothing line, opening their own restaurant or becoming a professional photographer or filmmaker.

Judging criteria

The judging panel will consist of creatives and women, such as award winning illustrator Karabo Moletsane, Cointreau South Africa brand manager Tamika Sewnarain, graphic designer Lisa Ting Chong and renowned dancer/performer Manthe Ribane. The judging criteria are:

Dream

- Authenticity – substance and strength of the project, genuine approach
- Elegance – style and aesthetics
- Avant-garde – originality, novelty and unexpected

Dare

- Motivation
- Uniqueness
- Personal fulfilment

Create

- Potential success
- Feasibility
- Significant impact

The Cointreau Creative Crew Grant Scheme grand finale will take place in April 2017, where the South African grand jury will choose ten finalists, before crowning a winner at the event. For more information, go to www.cointreau.co.za.

For more, visit: <https://www.bizcommunity.com>