

BBM Everyday competition: A chance to show your potential

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BBM wants to cast a light on South Africa's lesser-known treasures, and invites the freshest everyday photographers from all around South Africa to enter the #BBMEveryday competition by sharing their awe-inspiring photographs. Each week, they can submit images of everyday South Africa to www.bbmeveryday.com, according to the weekly clues that will be revealed through the #BBMEveryday BBM channel (Pin: C0022F31B).



"We currently have millions of registered BBM users in our lively South African community, sharing their lives and passions with each other every day," says Matthew Talbot, Senior Vice President - BBM. "This contest opens the doors for more talented artists to let their imagination run wild and we encourage them to get creative and make their images unique, creative and memorable! We are hoping to see huge enthusiasm in South Africa."

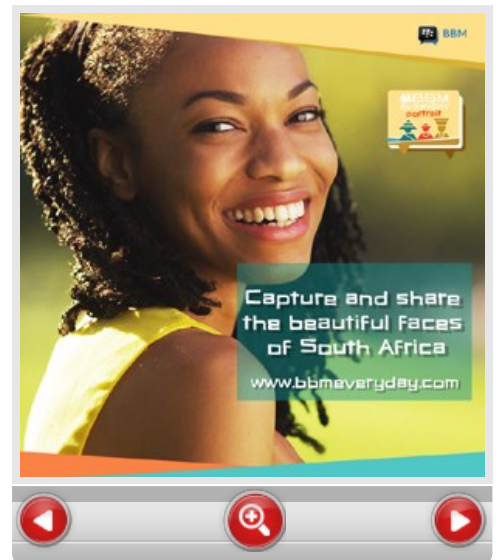
The judges are on the lookout for photos that bring the week's theme to life in an unusual, eye-catching way. Winners will receive great prizes including an all-expenses-paid trip for two to Zanzibar, a Cape Town weekend getaway for two, or one of five Android-powered Blackberry PRIV smartphones.

Anyone wishing to enter the BBM Everyday competition should visit www.bbmeveryday.com, download the BBM app if they are not a BBM user already, join the #BBMEveryday channel, retrieve the weekly clue and upload their images. Submissions are open.

Do you think you can win? Then get creative and submit your most expressive pictures!

For further information about the #BBMEveryday competition and Terms & Conditions, please visit: <http://www.bbmeveryday.com>

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