



## MEDIA RELEASE

### SADC LAUNCHES COMPETITION FOR A PUBLIC OUTREACH SONG TO PROMOTE REGIONAL INTEGRATION

In our efforts to enhance awareness and visibility of SADC's Objectives and Common Agenda, the SADC Secretariat has launched a competition for a public outreach song on SADC. The competition calls for submissions of a song from both aspiring and established songwriters or musicians who are citizens of SADC.

Public outreach music productions are used to establish a brand in a memorable, entertaining, educational and informative way; as well as providing an impactful format of relaying information about an organization or product through music and lyrics because the more one hears a song, the greater the chance it will stick in their mind.

The song is intended to promote regional integration on both domestic and external matters that affect the region, the common history and cultural heritage of the Southern African region, as well as portraying a positive overview of SADC.

The competition offers exposure and opportunity to artists to have their song played by mainstream radio and television stations across the globe and on multiple online platforms. The winning entry will receive a prize of **USD 4000**. **The deadline for submission of entries is 14<sup>th</sup> December 2018.**

More information about the competition can be accessed on the SADC website at; <https://www.sadc.int/awards/outreach-song/>

For enquiries, kindly contact the Communication and Public Relations Unit on +267 395 1863 or email [prinfo@sadc.int](mailto:prinfo@sadc.int)

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