



## Press Release

### For Immediate Release

#### **SAFTAs18 Announces Date and Theme: Honouring Excellence in South African Film and Television with the theme “Back to Basics”**

Johannesburg, South Africa - Wednesday, 2 October 2024 - The South African Film and Television Awards (SAFTAs) are returning for their 18th edition, honouring the very best in South African film and television. With this year’s theme, **“Back to Basics, Celebrating South Africa’s Golden Narratives” (Back to Basics)**, SAFTAs18 will focus on celebrating the fundamental pillars of creativity, quality and excellence that have shaped the industry since its inception.

This year South Africa is celebrating 30 years of democracy, while the SAFTAs is turning 18. This milestone marks a significant revolution in time, akin to an 18-year-old’s experience of growth, maturity during this distinct period which opens doors to new opportunities. This, parallel the 30 years of democracy is a true pinch me moment!

To commemorate these momentous occasions, the theme *“Back to Basics: Celebrating South Africa’s Golden Narratives”* reflects the SAFTAs commitment to the fundamental principles of storytelling and filmmaking while embracing innovation and creativity in the digital age. As we reflect on our rich heritage and cultural identity, we also look ahead to the future of South African entertainment.

The SAFTAs, established in 2005 under the guidance of the National Film and Video Foundation (NFVF), continues to be a vital platform for promoting entrepreneurship and discovering new talent. By showcasing the achievements of both established and emerging voices in the industry, the SAFTAs strive to empower the future of South African film and television.

**Black Swan Media, headed up by media maven Relebogile Mabotja and industry expert Bruce Townsend**, has been appointed as the production company for SAFTAs18, selected through a competitive tender bidding process. Known for their high-quality productions and creative expertise, Black Swan Media will be bringing the SAFTAs18 vision to life, ensuring a spectacular celebration of the talent that drives South Africa's creative industries.

Black Swan Media's Executive Producer, Relebogile Mabotja, says, "I have been pitching to work on the SAFTAs since 2013 before I became an Executive Producer and before joining Black Swan Media. It has been years of trying and not getting the gig. 11 years later, we finally got it! To produce for the first time this year as we celebrate 30 years of freedom and democracy and 18 years of SAFTAs is particularly special to us, on the back of winning our first SAFTA as a business last year. We are beyond excited to be working on an industry event that brings together our peers and celebrates them and all of their work under the leadership of the team at the NFVF and the great partners at the SABC and Multichoice. We look forward to producing a great project while bringing Mzansi along for the ride!" The SAFTAs18 will take place over two days in two separate events:

- **Craft Awards:** Friday, 25 October 2024, streamed live on the SAFTAs YouTube channel.
- **Red Carpet:** Saturday, 26 October 2024, simulcast at 19h30 on Mzansi Magic (Channel 161) and SABC 2..
- **Main Show Awards:** Saturday, 26 October 2024, simulcast at 20h00 on Mzansi Magic (Channel 161) and SABC 2,
- In keeping with the SAFTAs tradition, each award recipient will be honoured with the coveted '**Golden Horn**' trophy, symbolising the collective effort and collaboration that is the cornerstone of the film and television industry. The three heads of the Golden Horn represent community, teamwork, and the recognition of individual talent within the broader industry framework.

As we go "Back to Basics," SAFTAs18 aims to remind us of the importance of creativity, dedication, and unity within the industry, encouraging all stakeholders to continue pushing the boundaries of innovation and storytelling. The SAFTAs Awards remain a beacon of recognition, honouring the brilliance that defines South African cinema and television.

For more information, visit the NFVF website <https://www.nfvf.co.za/about-the-saftas/> or follow us on social media.

## ENDS

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Officials are also encouraged to support the SAFTAs

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This press release is issued by the National Film and Video Foundation (NFVF), celebrating South Africa's film and television industry through the SAFTAs.