

**FOR IMMEDIATE RELEASE**

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**Afrikaans finds a new home: Afrikaans.com**

Afrikaans is a South African language that is vivid in expression and those who speak, read and learn in this language do so with love and passion. If you engage in and with the Afrikaans language there is good news for you! “Veldtog Afrikaans”, a new campaign aimed at celebrating the language, officially launched on 1 June 2016. This campaign allows you to showcase YOUR Afrikaans and you also stand a chance to WIN! The campaign comes with a brand new website, [www.afrikaans.com](http://www.afrikaans.com), where you can explore your culture, dialect, or variant; YOUR Afrikaans. Get closer ... come and show us what YOUR Afrikaans looks like!

**Afrikaans campaign**

The campaign originated out of a collective appreciation for the Afrikaans language and aims to establish the language as a brand in order to promote its positive aspects.

The core component of the initiative is a media campaign, utilising billboards as well as editorial and advertising exposure on television, radio, and in print media. The key message of the advertising campaign is: “Hoe lyk jou Afrikaans?” (What does your Afrikaans look like?) It extends the invite to all South Africans to celebrate and explore Afrikaans in its diversity.

The website, [www.afrikaans.com](http://www.afrikaans.com), is designed to give exposure to all the projects that resonate with the key message and objectives of “Veldtog Afrikaans”.

**Afrikaans.com**

Afrikaans.com is a starting point for all things Afrikaans. We invite you to join in on the adventure and explore the vast landscape of a language with a past that reads like a Deon Meyer book, a present as insurgent and innovative as an NP van Wyk Louw poem, and a future as exciting as the rhythm of a *Hemelbesem* song. Afrikaans.com is for those who love the language, those who want to build a positive future for it in a diverse South African culture, or even those who simply want to enjoy the language and join in on the conversation!

Media coverage has been phenomenal, with positive messaging around the campaign and the website. Entrants are able to share text (words or phrases), pictures, sound clips and short videos showcasing their Afrikaans to stand a chance to win various prizes including the big cash prize of R10 000.

**Ambassadors for Afrikaans**

Part of the Afrikaans campaign is to introduce ambassadors for the language – people who are committed to making a difference through a variety of projects and initiatives. Afrikaans.com keeps you updated and creates a lively network that you can be a part of.



**Join in**

What makes you tick? How does YOUR Afrikaans look? What does it taste or smell like? What does it sound like and how do you live Afrikaans? Everyone's Afrikaans is different. We live, talk and experience Afrikaans in different ways. Afrikaans.com is a place where you can show off, inspire, or even surprise – Join in on the conversation and competition and WIN, or simply pop in and see how others express themselves in Afrikaans.

Visit [afrikaans.com](http://afrikaans.com) and let's celebrate this beautiful language together!

**ENDS**

**For additional information or any queries please e-mail:**

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**For the media:**

Here you can download material you may need to join in the conversation about “Veldtog Afrikaans”.

Click here for news releases, photographs, videos, sound clips; graphics and communication regarding the project, the campaign and [www.afrikaans.com](http://www.afrikaans.com).

Link: <http://www.afrikaans.com/vir-die-media>

User name: mediavenoot

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