

5th Reggie Candappa Awards Concludes

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The 5th Reggie Candappa Creative Awards (RCCA) was held in early December and brought together the big and small of Sri Lanka's advertising industry and other glitterati in a unified appreciation of the craft of advertising.

With entertainment being provided by Mariam Lithufi and Billy Fernando the outstanding entries that were displayed to showcase inspiring work that was truly a reflection of Reggie Candappa's dream to develop creative artistry in the local ad industry.

The judges comprised of an esteemed and renowned panel made up of some of the most influential creative forces in the advertising industry including Trevor Kennedy, Chandini Rajaratnam, Upali Herath, Russel Miranda, Luxshman Nadaraja, Shehan Karunatillake, N Soruban, Ranga Dassanayake, Udaya Tennakoon, Suren De Silva and Vinodh Anand.

"The Reggies have grown in stature and recognition every year since its inception and we have seen the craft of advertising get better and better. We are delighted to facilitate the Reggies year after year, giving the industry a platform where their creative work can be

recognized and rewarded as a pure craft. The Reggie Candappa Foundation for the Arts will continue to serve as a catalyst in improving the creative artistry of the industry and inspire it to reach new levels of excellence. " said daughter of Reggie Candappa and Founder Member of the Reggie Candappa Foundation for the Arts, Neela Marikkar.

The Reggie Candappa Creative awards was founded by the Reggie Candappa Foundation for the Arts in memory of the late 'Godfather of Advertising' to nurture and encourage the craft of advertising and ensure that work displaying true artistry are recognized and rewarded. Holding the first Reggie Candappa Awards in 2004, The Reggie Candappa Foundation for the Arts has now made the "Reggies" an annual event, extending its scope and impact on the industry.

