



MEDIA RELEASE

Revealing the Cape's finest: be a part of the Kfm Best of the Cape Awards and share your favourites

Tuesday, 4 July 2023 – Kfm 94.5 is thrilled to announce the launch of the highly anticipated Kfm Best of the Cape Awards for the third consecutive year. The awards set out to uncover the crème de la crème of the region's businesses, entrepreneurs, activities, and services, to showcase the absolute pinnacle of what the Cape has to offer.

The station's more than 1.1 million listeners (BRC RAMS) are invited to first nominate and then vote for outstanding businesses across 30 categories. The best sights, the best tastes, the best experiences, and quite simply, what they believe to be the best of the best in the Cape!

Kfm Mornings Host Darren Simpson says the campaign's success depends entirely on the station's listeners.

"The true magic of the Kfm Best of the Cape Awards lies in the power of our listeners. It's their participation and enthusiasm that makes this event so exceptional. The people of the Cape get to choose their favourites based on their personal experiences. Last year's response was amazing, with an incredible 130,000 votes flooding in. We can't wait to see the Cape community rally together once more to celebrate and showcase the gems that define this remarkable region," says Simpson.

Kfm 94.5 Station Manager, Hennie Myburgh says the awards have proven to be a game-changer for the region's local businesses and home-grown entrepreneurs.

"These awards offer a golden opportunity for deserving enterprises to receive the recognition needed to thrive. The exposure they receive, both on-air and in the vast digital realm, propels them into the spotlight. It means they can continue to make a lasting impact and deliver outstanding experiences to their valued customers," says Myburgh.

To ensure all deserving businesses are represented, the station is introducing four new categories to the mix this year.

Participants can now nominate their favourite contenders in the Best Local Craft Spirit Brand, Best Bakery, Best Weekend Stay, and Best Professional Service Provider categories. Additionally, a brand-new accolade, the Station's Choice Award, has been introduced to acknowledge a business that may not have garnered enough votes for a win but has left a lasting impression on the judges.

Simpson says each category celebrates the exceptional individuals and establishments that contribute to the Cape's allure.

"The awards tell a story of why the Cape is such a lekker place to live. It represents the very best of the region, from the captivating vineyards and picturesque farmstalls to the cozy neighbourhood shops and top-notch service providers. By recognising and supporting these extraordinary

enterprises, the awards amplify the Cape's distinctiveness, inspiring a deep sense of pride and appreciation for the offerings found within the place we call home," says Simpson.

To make your voice heard and nominate the business you believe to be the best, visit kfm.co.za now and scroll through the categories. Nominations are open and close on Friday, 14 July.

Once Kfm 94.5 has picked the finalists, voting will open for the public to decide who will certifiably be the best of the Cape!

#bestofthecapeawards

The 2023 categories for the Kfm Best of the Cape Awards are as follows:

Eat and Drink:

1. Best Date Night Restaurant
2. Best Breakfast Spot
3. Best Coffee
4. Best Family Restaurant
5. Best Pet-Friendly Restaurant
6. Best Takeaway Spot
7. Best Local Craft Beer
8. Best Local Craft Spirit Brand (Gin, Brandy, etc.) **NEW**
9. Best Biltong
10. Best Bakery **NEW**

Experience:

11. Best Farmstall
12. Best Adventure Experience
13. Best Tourist Attraction
14. Best Wine Farm Experience
15. Best Kids Party Spot

Stay:

16. Best Hotel
17. Best Weekend Stay **NEW**
18. Best Dorpie
19. Best Wedding Venue
20. Best Market

Fan Favourite:

21. Best Amateur Sports Club
22. Best Professional Sports Team or Person
23. Best Local Musician

Businesses:

24. Best Neighbourhood Shop
25. Best Hairdresser

26. Best Barber
27. Best Place to Sweat
28. Best Online Store
29. Best Internet Service Provider
30. Best Professional Service Provider **NEW**

Bonus category: The Station's Choice Award (not open for nominations or voting) **NEW**

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About Kfm 94.5:

Kfm 94.5 is Cape Town's leading radio-driven multimedia brand. With the boldest personalities and the biggest shows in the Western Cape, we entertain audiences with the most music, fun, humour and life-changing moments. We connect people to their communities, to the Mother City, to the world and to each other. We truly are the soundtrack of the Cape, bringing you all your favourite music all day long.

Kfm 94.5 is your escape from adulting. Our more than 1.1 million listeners turn to us for happiness and security and an antidote to life's occasional "suckiness". We are committed to making a joyful difference in people's lives by helping them feel happy, connected and safe.

Kfm 94.5 is part of Primedia Broadcasting.

Kfm 94.5. The Most Music. Feel Great.

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