**African Property Awards 2024-2025  
In association with Roca and Laufen**

Suggested Press Release Guidelines

**Introduction**

### Firstly, congratulations on being named as a recipient of an African Property Award 2024-2025, the most acclaimed industry award throughout the region. This is an achievement which is recognised as a mark of excellence for property professionals and you will naturally want to share this news with the media and build anticipation of the Awards ceremony held at The London Marriott Hotel Grosvenor Square on 17 October 2024.

To maximise the potential of your award we would like to encourage you to make use of national and international media outlets including print, online, magazines, television, radio, and social media. Generating more press around your award ultimately builds your reputation and invites more business.

Below, we have suggested information and talking points to include in press materials.

Please adapt this information to your own circumstances, including specific details of your company, project(s) or anything else that may be relevant. The best press releases are easy to understand and provide a structure that journalists can use to generate stories. In particular, we would advise adding one or two short quotes from key members in your company as sound-bites are an important resource to journalists. Journalists also welcome clear images, which add visual impact to your press release.

**Suggested phrasing:**

One of the most important aims in your press release is making the category of your award clear. The following paragraph suggests a phrasing for this. As with everything else, it would be best to adapt this to your purposes, particularly if you are entered for multiple awards.

[COMPANY NAME] will be honoured at the African Property Awards on 17 October 2024 at the London Marriott Hotel Grosvenor Square for their project [PROJECT NAME]. [COMPANY NAME] will compete against the best property professionals across the African regions to be recognised in the [CATEGORY] category.

**PLEASE NOTE - the level of the award each entrant has won (Five Star or Award Winner) will be revealed at the awards event.**

**Facts & Information**

* The African Awards are judged by an independent panel of over 100 industry experts. Judging focuses on design, quality, service, innovation, originality, and commitment to sustainability.
* The judging panel is chaired by Lord Best, Lord Waverley, Lord Thurso and The Earl of Lytton, members of the House of Lords in the UK Parliament.
* Roca and Laufen are the 2024-2025 Headline Sponsorsof the African Property Awards.
* Founded in Barcelona in 1917, Roca is a family-owned company that has grown to become a global leader in bathroom solutions, with 79 facilities on five continents, serving 170 markets. With over a century of experience, Roca’s intuitive designs reflect a philosophy of continuous improvement, drawing on a global network of experts and collaborations with leading designers. Roca’s commitment to sustainability is evident in every aspect of the manufacturing process, from material sourcing to production and logistics. [www.roca.com](https://www.roca.com/)
* For over 125 years, the LAUFEN brand has been creating innovative sanitary products, with legendary Swiss precision, to transform bathrooms across the world into places for relaxation, rejuvenation and reflection. Complete collections by designers Marcel Wanders Studio, Patricia Urquiola, Konstantin Grcic, Stefano Giovanonni, Peter Wirz and Toan Nguyen compose of washbasins, toilets, faucets, cabinets, bathtubs and accessories, giving design freedom to create stylish sanctuaries in exclusive venues across the world. [www.laufen.com](https://www.laufen.com/)
* The African Property Awards are the largest, most prestigious, and widely recognised programme throughout the regions.
* The official Awards website is [www.propertyawards.net](http://www.propertyawards.net)
* The African Award Winners will be announced on 17 October 2024. Winners will be listed on the Awards website.
* The Awards are in their 31st year and cover over 50 different residential and commercial categories. Regional heats are staged for Arabia, Europe, Africa, Canada, Central & South America, the Caribbean, USA, UK and Asia Pacific.
* The top winners in each region will automatically be entered in to the overall international awards, culminating in a glittering awards ceremony at the end of the year.

We would appreciate information of any media coverage and contacts that you are able to generate.

**If you have any questions regarding press releases, please contact our PR department on +44 (0)1245 250981 or email pr@ipropertymedia.com**