

Soul City Institute appoints Grapevine for the 11th series

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Soul City Institute for Health and Development Communication is launching its eleventh series of *Soul City* on SABC 1 on 11 October 2011 at 20h30 and has appointed Grapevine Communications to handle the media/PR campaign. *Soul City Series 11* is scripted to be 13 riveting episodes communicating key health messages to the public while providing weekly half-hour episodes of exciting drama for SABC viewers.

About *Soul City Series 11*

Soul City Series 11 will focus on three issues: Medical Male Circumcision, Prevention of Mother to Child Transmission of HIV and AIDS, and Financial Literacy.

About Soul City Institute

Soul City Institute for Health and Development Communication (SOUL CITY) has been in existence for nearly 20 years, its main aim is to promote health in line with the World Health Organisation Ottawa Charter, focusing particularly on HIV prevention and violence as a result of alcohol abuse and promoting and building enabling environments.

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