

Groundglass completes PSA for Childline

GROUNDGLASS [Creative Productions] has just completed filming a Public Service Announcement for Childline South Africa. Conceptualised and commissioned by Sonnekus Williams GPL, this thirty second charity spot directed by Erica Brumage drives home the message with quiet simplicity and shocking truth. "The recent increase in the number of child abuse cases made the project feel really worthwhile and necessary to reinforce public awareness of the horror that occurs in society today," commented Erica Brumage whilst filming this ad in Cape Town.

Erica Brumage has been directing with GROUNDGLASS since November 2002 and is working on a number of local and international boards.

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