

# Red & Yellow School set to launch its Alumni Association

By [The Red & Yellow School](#), issued by [Red & Yellow](#)

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Red & Yellow opened its doors back in 1994 with the aim of producing students who were well equipped to tackle the industry head-on.

Over the past 22 years, the school has produced a vast number of leaders both within our industry and outside it. Now it is time to bring those illustrious alumni together with the official launch of the Red & Yellow Alumni Association on 13 October 2016.

Chaired by industry heavyweight Philip Ireland of Ireland/Davenport - one of Red & Yellow's 1995 graduates and a long-time supporter of the school - the Association intends to reconnect "Red & Yellers" from the day of its inception to its most recent graduates in an effort to build a strong community of talented individuals. Ireland says, "This association aims to bring together past students for the benefit of themselves, the community and the school."

The official launch will take place during the first-ever alumni reunion at the rooftop bar of the Cape Town campus on 13 October, where the school will bring together many of its talented and successful alumni. Red & Yellow will also be bidding a fond farewell to the guest of honour for the evening, Chairman Emeritus John Cooney, who has played a big role in shaping the legacy of Red & Yellow and been instrumental in changing many graduates' lives.

The event is open to all alumni, past lecturers and friends of the school. If you wish to attend, please RSVP by emailing [alumni@redandyellow.co.za](mailto:alumni@redandyellow.co.za).

## About Red & Yellow School

*The Red & Yellow School has been producing industry leaders and game changers in the fields of marketing, graphic design, art direction and copywriting for 22 years. Applications for 2017 are now open. Find out more on the website ([www.redandyellow.co.za](http://www.redandyellow.co.za)) or contact Red & Yellow on 021 462 1946 / 011 067 3400 / [info@redandyellow.co.za](mailto:info@redandyellow.co.za).*

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