



Outdoor Media
Association Inc.

media release

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Outdoor Awards enlists high profile international judging panel

Entry for the Outdoor Awards opened last week, with a billboard campaign 'The Outdoor Awards Are Coming' running on Crown St in Sydney, Swanston St in Melbourne and Sandgate Rd in Brisbane targeting the advertising community.

The 2010 Outdoor Awards will be judged by a panel of seven high calibre international Creative Directors from some of the best agencies around the world. The judges include Sebastian Wilhelm, Santo, Buenos Aires; Matt Keon, 18 Feet & Rising, London; Mark Waites, Mother, London; Joaquin Molla, La Comunidad, Buenos Aires; Dave Bell, Kessels Kramer, Amsterdam/London; Carlos Bayala, Madre, Buenos Aires and Sarah Barclay, JWT, New York. Jonathan Kneebone from the Glue Society is the judging panel's non-voting chairman.

CEO Charmaine Moldrich said "We're excited to have secured such a great judging panel for this year's awards. Those who win a gold, silver or bronze award will know they have been judged by the best, as the best, on a world stage."

The awards are **free to enter** and open to any outdoor advertising campaign that has run between **January 1, 2009 and 30 May 2010**. Entry closes 5pm, 11 June 2010 and winners will be announced at an event in September 2010. Entries will be judged on visual impact/creative appeal and also meeting campaign objectives.

Entries are open across 12 categories with the overall Best of Show earning their creative team a **\$10,000 prize** to attend an International Art Show – with a choice between Art Forum Berlin, Art Basel Miami or Art Basel Switzerland. The Art Shows feature leading galleries from around the world and the exhibitions includes a repertoire ranging from painting, sculpture and photography to installations and drawings, graphics, performance and video art. The Art Shows are popular with collectors, artists, art dealers, museum directors and curators and other art enthusiasts.

Ms Moldrich said "After such a great inaugural Outdoor Awards in 2009, we are excited to see the entries this year roll in and as we did last year we will celebrate the awards with a big party to announce the winners."

Further information: Charmaine Moldrich 02 9357 9900 or 0407418273