



Outdoor Media
Association Inc.

media release

TUESDAY 15 JUNE 2010

Entry deadline for Outdoor Awards 2010 extended

The entry deadline for the Outdoor Awards has been extended by one week and will close **this Friday 5pm 18 June 2010**.

Close to 200 entries have already been received, however the deadline has been extended to allow the last remaining entrants extra time to enter, following a high level of interest. The Best of Show winner will walk away with a **prize worth \$10,000** to attend an International Art Show – with a choice between Art Forum Berlin, Art Basel Miami or Art Basel Switzerland and the coveted gold pigeon statuette.

OMA Chief Executive Charmaine Moldrich said *"We are pleased with the calibre of the entries we have received so far and encourage others who haven't as yet entered their outdoor creative from the past 17 months to do so. What we are seeing is amazing creative solutions used in communicating complex community and marketing messages. It is going to be hard choice for the judges this year!"*

All Australian Out-of-Home creative that has run between **1 January 2009 and 31 May 2010** is eligible for entry across 12 categories. The awards are **free and easy to enter** online [**www.outdoorawards.com.au**](http://www.outdoorawards.com.au)

Entrants will be judged over the coming months by a panel of **seven high calibre international Creative Directors** from some of the best agencies around the world including Santo, 18 Feet & Rising, Mother, Kessels Kramer, Madre and JWT New York.

This week also coincides with the final billboard in the Outdoor Media Association's Someone Will Project series. The tongue-in-cheek 'I Hate Pigeons' billboard was chosen as the last in the series to coincide with the extended entry closing deadline. The pigeon is the Outdoor Awards logo, award statuette and mascot.

Ms Moldrich commented that the range of billboards used to promote the awards have received a variety of reactions. *"Our aim was not just to promote the Outdoor Awards but also to showcase the depth and breadth of the Out-of-Home medium. Our first 'missing python' billboard poster received over 400 calls and 100 voicemail messages from the public, showing the power of medium to engage the community. Other billboards in*

the campaign such as the 'Ignore Me' by artist Timba Smit and the 'Welcome to Adelaide' billboard in Melbourne created a stir within the creative industry. We wanted to engender interest and a debate on the power of billboard advertising and our Someone Will Project achieved just that."

The full eight billboards can be viewed at www.someonewillproject.com

Further information: Charmaine Moldrich 02 9357 9900 or 0407418273

