



MEDIA RELEASE

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CALL FOR ENTRIES INTO OUTDOOR AWARDS - CHANCE TO WIN \$10,000 WORTH OF SCRATCHIES

Entries close on 30 April for the inaugural Outdoor Awards where the major prize winner will walk away with \$10,000 worth of instant scratchies and a golden pigeon statuette.

All outdoor creative run between **1 January 2008** and **30 April 2009** is eligible for entry across 11 categories.

The awards are run by the Outdoor Media Association (OMA) and details on how and where to enter can be found at www.outdoorawards.com.au

An international judging panel of senior creatives chaired by The Glue Society's Jonathon Kneebone will choose the award recipients. The panel includes John Merrifield (Cannes Grand Prix Outdoor Winner & ECD TBWA Asia/Pacific), Leo Premutico (Johannes Leonardo, New York), Ewan Paterson (CHI London), Joe Staples (Weiden & Kennedy, Portland) and Carlos Bayala (Madre, Buenos Aires).

Winners across all categories will be announced at a special evening event in Sydney on 4 June 2009 with all who enter to receive an invitation.

Awareness of the Outdoor Awards began with a 10,000 km truck journey across Australia announcing to the nation that the "Outdoor Awards are coming".

This was closely followed by the posting of 10,000 \$1 scratchies on a large billboard on Parramatta Road, Sydney, to announce the main prize.

OMA Chief Executive Helen Willoughby said the aim of the awards was to celebrate great creative and profile its effectiveness across a range of outdoor executions.

"The importance of great creative to successful outdoor cannot be over-emphasised," Ms Willoughby said.



"We therefore are calling on the Australian creative community to put forward their best outdoor campaigns from the last 16 months and show the world what we have to offer in terms of creative talent and innovation."

For more information about The Outdoor Awards, please contact Helen Willoughby of the OMA on (02) 8356 9000 or email: Helen.Willoughby@oma.org.au