

## media release

TUESDAY 1 JUNE 2010

*For immediate release*

### **A MELBOURNE BILLBOARD THAT'S HARD TO IGNORE**

The Someone Will Project has unveiled the sixth billboard in the eight week series with a billboard that has been designed to show the power of Out-of-Home creative. The OMA collaborated with renowned typographer and artist Timba Smits for the 'Ignore Me' billboard on Kings Way, South Melbourne. The project coincides with the lead up to the Outdoor Awards, entries for which close 11 June 2010.

Throughout the project the OMA has collaborated with various artists, illustrators and creative talents whose work is not normally seen on this scale or in the billboard environment for this project. Timba is a Melbourne artist who won last year's British Council Art Award and has been sent to live and work in the UK and learn from the best.

OMA CEO Charmaine Moldrich said *"The industry has always said Out-of-Home can't be ignored. It's an impactful medium that reaches people when they are out and about and unlike other media can't be switched off. It's nice to get that message across in a fun way like with this work by Timba, especially in the lead up to our Outdoor Awards."*

The inaugural Outdoor Awards were held in 2009 and attracted over 220 entries over 11 categories. This year an additional category has been added for small budget campaigns under \$150,000 following feedback from the creative community last year.

This year's winning creative team will receive a **\$10,000 prize** to attend an International Art Show – choosing between Art Forum Berlin, Art Basel Miami or Art Basel Switzerland.

The awards are **free to enter** and open to any Australian outdoor advertising campaign that has run between **1 January 2009 and 31 May 2010**, but can't have been entered in the Outdoor Awards 2009. Entry closes 5pm, **11 June 2010** and winners will be announced at an event in September 2010. Entry is available online at [\*\*www.outdoorawards.com.au\*\*](http://www.outdoorawards.com.au)

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