



# MEDIA RELEASE

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## Last chance for 2011 Siren Award entries

An extra two weeks is available from today for all radio ads eligible for the 2011 Siren Awards to be entered and considered for the main gongs. Commercial Radio Australia has announced this additional round, called the Siren Final Call, so that agencies and radio stations can submit work previously not entered, or re-enter work that had not been recognised in the previous rounds.

Chief executive officer of Commercial Radio Australia, Joan Warner said the additional entry time for Sirens 2011 was started as a feature a few years ago and had been a great way of ensuring advertising agencies, stations and studios throughout Australia had sufficient time and opportunity to participate in the national awards.

"This is the final opportunity for people to be part of this year's Siren Awards and entry is free – so it is well worth the effort," Ms Warner said.

Ads will be judged by a panel of experts and those chosen from the Final Call round will join winners and highly commended from each of the five rounds of Sirens already completed. All of these finalists will then be judged by the Siren Creative Council, a group of Australia's leading creative directors and producers, with a Silver Siren winner from the three categories: campaign, single and craft then announced along with an overall winner: the Gold Siren. The winner will be announced in Sydney in early May.

The overall Gold Siren winner for 2011 will be automatically entered into this year's Cannes Radio Lions as well as the winning writers receiving a free trip to the Cannes Lion International Festival of Creativity.

The national Siren Awards, now in their eighth year, are run by Commercial Radio Australia and are designed to recognise the best radio ads in the country. The awards promote the importance of creativity as a way to make radio advertising more effective.

Winners of the 2011 Siren Awards will be announced in Sydney early in May.

For more information visit the website [www.sirenawards.com.au](http://www.sirenawards.com.au).

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