



# MEDIA RELEASE

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## For A Cure Foundation ad wins round one 2013 Sirens

An ad promoting stem cell research for the For A Cure Foundation has won the overall and single categories in round one of the 2013 Siren Awards. Written by Gav Chimes and Tommy Cehak from agency, JayGrey in Sydney, the ad is called "Daniel".

Winning writers, Gav Chimes and Tommy Cehak said their inspiration for the ad came from exploring the benefits of stem cell research: "It's a powerful thing but there's little awareness about it. There's a lot of misunderstanding when it comes to stem cell research. For this reason, the general public doesn't think or talk about it, and remain largely unaware of the benefits. We wanted to wake people up by reframing the issue and focusing on the suffering that can be alleviated."

Highly commended in the single category was an ad for Ikea called "Gas Leak" written by Tim Green and Karen Ferry from agency, The Monkeys in Sydney.

Also highly commended in the single category was an ad for SBS called "Bite Me Vietnam" written by David Roberts and Tim Chenery from agency Us Sydney.

Winner of the campaign category was "Chocolate/Mango/Cafe Au Lait" for Bannister Downs Dairy milk, written by Steve Browning from agency, Writing by Steve Browning in Perth.

Winner of the craft category was an ad for hand tools company, Stanley FatMax, called "Win a serious high", produced by sound engineer, Paul Baxter from production studio, Risk Sound in Melbourne.

Highly commended in the craft category was an ad for Commercial Radio Australia called "Mothers' Day Dad", produced by sound engineers, Ralph van Dijk from production studio, Eardrum Australia in Sydney and Abby Sie from Song Zu in Sydney.

The national Siren Awards are run by Commercial Radio Australia and are designed to recognise the best radio advertising in the country.

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Listen to Round 1 winning ads on the website:

[http://www.sirenawards.com.au/index.cfm?page\\_id=1054&show\\_current=0](http://www.sirenawards.com.au/index.cfm?page_id=1054&show_current=0)