



MEDIA RELEASE

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Last chance for 2012 Siren Award entries

An extra two weeks is available from today for all radio ads eligible for the 2012 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 2012 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 eligible to win the overall Gold Siren for 2012.

The winner of the Gold Siren will be announced in May. A winner is announced in each of the three categories: single, campaign and craft as well as an overall winner who receives the Gold Siren. The awards are judged by the Siren Council, comprised of creative directors and producers from advertising agencies and studios throughout Australia.

The overall Gold Siren winner for 2012 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. This year, for the first time, the client of the winning 2012 Gold Siren Award for the best radio ad of the year will also be going to Cannes alongside the creatives who wrote the ad.

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

For more information visit the website www.sirenawards.com.au.

Media contact: Jenny Stevenson (02) 9281 6577 or (0402) 214 039.