



MEDIA RELEASE

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Best Aussie radio ad to be announced in Melbourne

This year's Gold Siren Winner, equivalent to the best radio ad in Australia, will be announced in Melbourne on May 7, at The Point, Albert Park. The winner of the 2010 Siren Awards for creative excellence in radio advertising will be announced at a breakfast, hosted by Ant and Becks, the new drive time duo on ARN's Mix 101.1 in Melbourne and Mix 106.5 in Sydney.

The breakfast will feature the best radio ads of the past twelve months. The 2010 winner, chosen by a panel of industry experts, will be automatically entered into the Cannes Radio Lions – to be held in June and its writer will also win two tickets to attend the festival.

Last year's Gold Siren winner, a controversial advertisement called "21st Birthday" for Adults Surviving Child Abuse (ASCA), written by Steve Dodds from agency, Whybin TBWA in Sydney, was one of five Siren winners shortlisted for the Radio Lions at the Cannes Advertising Festival last year.

Chief executive officer of Commercial Radio Australia, Joan Warner said the Siren Awards provided a great opportunity to recognise excellence in Australian radio advertising and had grown in stature each year.

"Each year the Siren Awards continue to raise the bar in terms of creativity and originality. There have been nearly 600 entries again this year – a fantastic result which shows how important this Award has become," Ms Warner said.

The breakfast will be followed by the Sirens Workshop, a one-day, hands-on workshop that will include advice from Raph van Dijk, creative director at Eardrum and a panel session of radio directors and sound engineers. There will also be a special focus on digital radio and how best to write ads for the new technology using many of the new features like text and images.

Both the Sirens breakfast and Workshop will be held at The Point, Melbourne. The breakfast will run from 7.30am to 9.30am and the Workshop will follow the breakfast and includes lunch. Tickets are on sale now at \$65 for the breakfast and a table of ten is available for \$595. Tickets for the workshop start at \$159 and packaged prices are available. For a booking form and more information visit the Sirens website, www.sirenawards.com.au.

The national Siren Awards, now in their seventh year, 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.

Entries for round one of the 2011 Siren Awards are now open and close on May 14.

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