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MEDIA RELEASE**

## **Entries for the 2009 EnhanceTV ATOM Awards are closing soon. Enter NOW to be part of the future of Australian Screen!**

**MELBOURNE – Monday 1 June, 2009** - Entries for the 2009 *Enhance TV* ATOM awards – Australia and New Zealand's most prestigious awards for achievements in Film, Television, Animation and Multimedia (including video games) will close soon!

"If you or someone you know has produced a documentary, educational resource piece, animation, game or film of any sort, then don't miss out on the chance to enter the 2009 EnhanceTV ATOM Awards, which recognise and celebrate excellence in screen productions," commented Amber Nelson, ATOM Awards Spokesperson.

Production houses, students, game developers, educational resource developers, independent film makers, documentary makers, animators, multimedia developers... anyone who has produced anything for the screen is encouraged to enter the 2009 *EnhanceTV* ATOM Awards **before entries close at 12pm on Monday 15 June.**

This year, the ATOM Awards program will recognise and celebrate excellence, featuring thirty six awards across three categories - Student, Educational / Vocational and General.

"The ATOM Awards program is designed to acknowledge the work that our current and future talent is contributing to the big screen, across a wide range of media. The program is open to anything that has been created for the screen – be it the movie, television, PC, games console or even mobile phone screen."

"Anyone who wants to have their work reviewed alongside their peers and judged by a panel of experts – comprising film, multimedia and industry specialists – should make sure they don't miss out on this year's call for entries," Ms Nelson urged.

Awards will be presented to the most outstanding entrants at the 2009 EnhanceTV ATOM Awards Gala Presentation, held in the Plaza Ballroom at the Regent Theatre on Friday 23 October, 2009.

The judging panels for the 2009 *Enhance TV* ATOM Awards will include a number of film and multimedia industry specialists as well as a number of judges representing a 'sample' of the target audience in certain sections – for example teachers and children in the Best Children's Television Series and Primary School categories.

**Entries for the 2009 EnhanceTV ATOM Awards will close at 12pm on Monday 15 June, 2009.**

For more information or to enter the 2009 *Enhance TV* ATOM Awards please visit [www.atomawards.org](http://www.atomawards.org)

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### **About the *EnhanceTV* ATOM Awards**

The ATOM Awards were established in 1982 by the Australian Teachers of Media (ATOM) - an independent, non-profit association promoting media education and screen literacy in primary, secondary and tertiary education and the broader community.

The ATOM Awards annually recognise excellence in over thirty categories of Film, Television, Animation and Multimedia and celebrate the very best of Australian and New Zealand production.

The 2009 *EnhanceTV* ATOM Awards were open to the education and industry sectors, students, production companies, independent filmmakers, educational bodies and educational producers in both countries.

Using the *EnhanceTV* ATOM Awards, ATOM publications and ATOM Professional Development Victoria, ATOM is actively engaged in the promotion of Australian product into the education and industry market. As such, the ATOM Awards are unique in their incorporation of the educational market with the broader industry.

The combination of student and professional awards not only allows the *EnhanceTV* ATOM Awards to provide all-important early career exposure and experience for emerging professionals, but also provides promotional opportunities for winners and finalists.

### **About *EnhanceTV* - [www.enhancetv.com.au](http://www.enhancetv.com.au)**

*EnhanceTV* is a unique online resource for Australian and New Zealand educators. The service helps educators find out about upcoming educational TV programs, get copies of broadcasts, and discover new teaching ideas and resources for using TV in the classroom.

*EnhanceTV* was developed by Screenrights, the not-for-profit organisation that licenses educational institutions to copy from TV. Nearly all schools, TAFEs and universities in Australia have a Screenrights licence.

*EnhanceTV* has been partner sponsor since 2007, and a sponsor for many years. The partnership recognises the fact that the *EnhanceTV* ATOM awards are unique in bringing together Screenrights members – the filmmakers – with the educators that use their work.

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