

July 19, 2010

For Immediate Release

2010 HK4As Kam Fan Awards call for entry now

Work and toil in the office and want to jump out for some fresh air?

Want to test your creativity and competence?

Want to attend world-class advertising awards?

These wishes can all be granted by showing us your works!

Here comes your chance by acing the Kam Fan Awards 2010!

The Hong Kong Association of Accredited Advertising Agencies' (HK4As) 2010 Kam Fan Awards is now calling for entry.

The Kam Fan Awards are presented annually by the HK4As to recognize advertising excellence in Hong Kong since 1984. The Kam Fan, also known as the "Golden Sail", is regarded as the "Oscar of the Ad Industry". It is the most sought-after and acclaimed accolade in the Hong Kong advertising trade.

This year's Kam Fan Awards will be presented by RoadShow, the second consecutive year that RoadShow is showing their strong support for the most influential honours in the local advertising industry.

Moreover, this year's Kam Fan winners may even get a chance to attend some top International Awards shows, including the Cannes Lions in France & the regional Spikes Awards, with sponsorship from the CreateHK Office of the Commerce and Economic Development Bureau.

Differentiated from other local awards, the Kam Fan Awards are held high esteem by the industry worldwide. The international status is reflected by the judging panel of creative luminaries from round the world.

This year we are proud to have these renowned judges on 2010 Kam Fan Awards panel:
(Please also refer the attachment for 2010 Kam Fan Awards judges' bios.):

Gustav Martner
Partner & Executive Creative Director
Crispin Porter + Bogusky Europe

Götz Ulmer
Creative Partner
Jung von Matt, Germany

Prangthip Seelos
Executive Creative Director
Creative Juice/G1 Bangkok

David Guerrero
Chairman
BBDO Guerrero / Proximity Philippines

Chris Kyme
Director
KYMETCHOW, Hong Kong

Victor Ng
Independent Creative Director, Singapore

KC Tsang
Assistant Professor, School of Design
The Hong Kong Polytechnic University

2010 Kam Fan Awards deadline for submission is 5 pm, September 14, 2010 (Tuesday). For details concerning call for entry, please refer to our website: www.aaaa.com.hk.

Don't hesitate! Take your action NOW! Realize your dreams!

For further info or requests for interviews, please contact

Angela Ng - Executive Director, HK4As Tel : 2882 6828/ 9049 1742

Jasmine So - PR & Events Assistant, HK4As Tel : 2882 8174/ 9881 2388

E-mail : hk4as@aaaa.com.hk

The Association of Accredited Advertising Agencies of Hong Kong (the HK4As) is an association of major advertising agencies in Hong Kong. The Association's objectives include the setting and maintaining of standards of business ethics, enforcing an advertising standard code, acting as a means of arbitration between agencies, and providing a forum for the exchange of views between advertising agencies and others engaged in the industry. The Association currently has 23 Full Members and 17 Affiliated Members.