



LIFE AWARDS 2011

Press Release

Yayasan Cinta Anak Bangsa (YCAB), in partnership with the United Nations Office on Drugs and Crime, the National Narcotics Board of the Republic of Indonesia, Media Group and Masima Network, is launching the commencement of the Life Awards 2011, on Friday, 25 June 2010.

The Life Awards is a series of awards granted to journalist as a token of appreciation for their dedication and work in assisting efforts to prevent drug abuse. The Awards also signifies the support for those involved in the media, who uses their communication skills to cover compelling stories of drug abuse affecting the developing world and raises awareness on the dangers of drug abuse for the individual, family and society at large.

The launch of the Life Awards 2011 will be the second event held after the first Life Awards in 2008, held for Indonesian journalists. Next year's competition will differ from the one held in 2008, as the Life Awards 2011 will now be open for journalists in the East Asia and Pacific region to participate. Therefore, increasing the scope of activity and area of activity the Life Awards itself, to further work build upon previous success of the Life Award 2008.

The mass media has an important role in the efforts to prevent drug abuse. A society's mass media is the gateway to information surrounding the dangers of drug abuse and promotes efforts to aid parents and the community to prevent drug abuse. Conscious of these reasons, the Life Awards is launched as a means to symbolize our appreciation to journalist, assisting the efforts to prevent drug abuse in East Asia and the Pacific. Furthermore, it is hoped that this will inspire journalists to become more proactive and innovative in disseminating information on the dangers of drug abuse and highlight any effective drug prevention effort in the community.

Life Awards 2011 will award prizes to journalists classified within these five categories:

1. Newspaper for works in the form of features/in depth reports
2. Photography for a single photo
3. Radio for works in the form of short stories and talk shows
4. Television for works in the form of features/in depth reports
5. Multimedia

The works must be published or broadcast in radio, television, print or online form during the competition period of 1 January 2010 – 1 March 2011. The deadline for entries is by 15 March 2011. Awardees will be announced on 26 June 2011, in conjunction with "The International Day against Drug Abuse and Illicit Trafficking" Day.

The Life Awards is organized by Yayasan Cinta Anak Bangsa; endorsed by United Nation Office on Drugs and Crime (UNODC) and National Narcotics Board of the Republic of Indonesia (BNN); supported by Media Group and Masima Network; with media partners of Metro TV, Media Indonesia, Prambors Radio, FeMale Radio and DeltaFM.

For more information, please visit www.thelifeawards.org or contact Lanny at The Life Awards secretariat (Telp: +62 021 5835 5000 or email at secretariat@thelifeawards.org).

The Life Awards Secretariat

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