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MEDIA RELEASE

2009 *EnhanceTV* ATOM Awards to feature *FREE* screenings at Federation Square in Melbourne and the International Film School Sydney!

MELBOURNE – Thursday 17 September, 2009 – A number of finalists in the 2009 *EnhanceTV* ATOM Awards will have their work shown on the BIG screen at Federation Square and at the International Film School Sydney. This year, a series of *FREE* screenings will be held in the weeks leading up to the announcement of this year's *EnhanceTV* ATOM Award winners.

"It's fantastic to be able to present the free *EnhanceTV* ATOM Award screenings as a way of showcasing, in an accessible manner, the work of students and industry professionals and celebrating the excellence we have seen yet again this year in film, multimedia, animation and entertainment. These screenings are representative of the true spirit of the *EnhanceTV* ATOM Awards," commented Amber Nelson, Spokesperson for the 2009 *EnhanceTV* ATOM Awards.

"We are just thrilled that as a result of the partnerships we have with Federation Square in Melbourne and the International Film School and screening sponsor Big Mouth Marketing Communications that we are able to hold even more free public screening sessions this year in the lead up to our awards night announcements," she added.

Two separate screening packages have been developed which will feature finalists in the categories of Best Secondary Documentary, Best Secondary Animation, Best Secondary Fiction, Best Tertiary Animation, Best Tertiary Short Film – encompassing Experimental and Short Fiction, Best Senior Multimedia Production, Best Music Video and Best Animation.

The annual ATOM Awards recognise excellence in over thirty categories of Film, Television, Animation and Multimedia (including video games) and celebrate the very best of Australian and New Zealand production.

The competition was open this year to anyone who had produced a short film, documentary, animation, electronic game, educational resource, television program or innovative new media work in the past twelve months.

The 2009 *EnhanceTV* ATOM Awards will be presented at a Gala Presentation, held in the Plaza Ballroom, Regent Theatre, Melbourne on Friday 23 October, 2009.

The 2009 *EnhanceTV* ATOM Awards program is presented by ATOM and *EnhanceTV*.

The 2009 *EnhanceTV* ATOM Awards program is sponsored by Madman, Qantm College, Monash University, Deakin University, Encore Magazine, Celtx and is supported by Open Channel, Quest Collins Street Central, Qpix, MetroScreen, Wide Angle and Netagi, Screening Sponsor Big Mouth Marketing Communications and Screening Partners Federation Square, Melbourne and International Film School Sydney.

The 2009 *EnhanceTV* ATOM Awards are funded by Screen Australia, South Australian Film Corporation, the New South Wales Film and Television Office and Film Victoria.



For more information about the
2009 *EnhanceTV* ATOM Awards
please visit www.atomawards.org



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Screening package details:

Screening Package # 1

Best Animation
Best Secondary Documentary
Best Tertiary Short Film – encompassing Experimental and Short Fiction

Screening Package # 2

Best Music Video
Best Secondary Animation
Best Secondary Fiction
Best Tertiary Animation
Best Senior Multimedia Production

Screening venue details:

Venue: The Big Screen, Federation Square, Melbourne

Dates:

Time: 6.30pm – 8.00pm

Wednesday 30 September (screening package # 1)

Wednesday 7 October (screening package # 2)

Time: 5.30pm – 7.00pm

Wednesday 14 October (screening package # 1)

Wednesday 21 October (screening package # 2)

Bring: Something to sit on
RSVP not required, just come along.

Venue: International Film School Sydney

27 Rosebery Avenue, Rosebery

Time: 6.00pm, for 6.30pm start – 10.00pm (including a 30 minute intermission)

Date: Thursday 15 October (screening packages # 1 and # 2)

RSVP is required in order to secure a seat. Please RSVP via (02) 9663 3789, info@ifss.edu.au or
www.ifss.edu.au

2009 *EnhanceTV* ATOM Awards Gala Presentation

Date: Friday 23 October

Time: 7.30pm for 8.00pm start

Venue: Plaza Ballroom, Regent Theatre, Collins Street, Melbourne.

Seating is theatre style and is not allocated

Ticket prices: \$75.00 + GST (adult) and \$35.00 + GST (juniors, under 15 years)

The awards presentation, which will run for approximately two hours will be followed by an after party,



with drinks and canapés for all attendees. The evening will conclude at 12 midnight.



For more information, please visit www.atomawards.org.

To book tickets please visit www.ticketek.com.au or call 1300 795 012.

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

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.

For media and event information, contact:

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