



Forget the Academy Awards, everyone wants an AMY!

Glitz, glamour, purple carpet - if it's excitement you want, then it's the AIMIA awards you need! The Australian Interactive Media Industry Association's (AIMIA) night of nights is fast approaching, with winners of the much coveted 'AMY' award being announced and celebrated at the 12th Annual AIMIA Awards in Adelaide on Friday 3 March.

With previous years resulting in a sell out weeks before the event, members are encouraged to get tickets quickly to ensure they do not miss out on the 'Digital Content Industry's Night of Nights' for 2006.

"This year, we are encouraging those people attending the awards ceremony to really make a weekend of it," said John Butterworth, CEO AIMIA. "The Fringe Festival, Adelaide Festival of Arts and Barossa Wine Tours are just some of the events that Adelaide has to offer."

The Honourable Paul Holloway MLC, South Australian Minister for Industry and Trade, The Honourable Stephanie Key, South Australian Minister for Employment, Training and Further Education and Mr Kym Richardson MP, Federal Member for Kingston (SA) will all be attending the awards ceremony in support of the digital content sector.

The South Australian Department of Trade and Economic Development is also actively supporting this year's awards.

Since the 11th awards, two new categories have been added to the programme, reflecting the continued growth of the industry itself. The awards provide the opportunity to celebrate the best of the industry and the chance for attendees to not only have fun on the night, but to also experience some of South Australia's excellent recreational activities.

Big name supporters include Gold Patron BigPond, Silver Patrons Google, Hill & Knowlton, I-NEX Corporation and WebCentral - all who are back for the third year running. Other partners include Silver Patrons CNET Networks, m.NET Corporation, Vividas, Bronze patrons, Baker & McKenzie and Awards Level Patrons, Kojo Interactive, Kukan Studios, LaVolta, and Viocorp.

"We are very excited to see so much support for the awards from members and patrons," said John.

Tickets for the awards ceremony can be purchased from the AIMIA website (www.aimia.com.au/awards).