



## Prepare to Make a Good Impression... Amy's Coming Back!

17th Annual AIMIA Awards Open Friday

Sydney,

30 September 2010

One of last years winners had the best job in the world, one winning team was Naked and another was perfectly Frank. Security had to remove a party crasher in a gorilla suit and an award recipient showed off Zoolander-esque moves on the catwalk. Who knows what this years AIMIA awards will bring? Anticipation can now start to build as the Australian Interactive Media Industry Association (AIMIA) officially opens its call for entries for the 17th Annual AIMIA Awards this Friday, 1st October.

Known affectionately as The Amys, the awards celebrate the best work of Australias Digital Services and Applications Industry across a broad range of consumer, business, government and not-for-profit categories.

Each year the AIMIA Awards recognise the best digital talent we have in this country, said Paul McCarthy, AIMIA Awards Judging Chair. There have been a whole range of fantastic campaigns, projects and services undertaken over the past year and were looking forward to receiving the awards entries and judging the best of the best.

The Annual AIMIA Awards are the longest running and most prestigious Awards in Australias Digital Industry. Entries for the awards open this Friday 1st October, 2010 and close at 5pm AEDT on Thursday 4th November, 2010. Winners will be announced and celebrated at the 17th Annual AIMIA Awards ceremony in Sydney in March 2011.

Sponsorship opportunities are available for a number of AIMIA Awards categories. For more information on sponsorship please contact Nina King at AIMIA.

Entries must be submitted via the AIMIA website. For more details and entry criteria, please visit [www.aimia.com.au](http://www.aimia.com.au).

To keep up to date with awards news follow Amy Ward on Twitter.

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#### About AIMIA

Founded in 1992, AIMIA is the peak national industry body representing the Digital Media Industry in Australia. AIMIA is devoted to the commercial development of the industry as a whole and to the commercial development of the distinct AIMIA members and AIMIA member groups that comprise the Interactive Media and Digital Sectors. See [www.aimia.com.au](http://www.aimia.com.au)