



Canon in the frame with NZ media awards

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Canon has been involved with the annual Newspaper Publishers' Association (NPA) awards, formerly known as the Qantas Media Awards, since 2006 as the sponsor of the photographic section.

Mike Johnston, Country Manager of Canon New Zealand, says the decision was an easy one given the company's longstanding relationship with the awards and with photojournalism in this country.

"We're delighted with this opportunity to develop our role in a fast moving media environment and to be involved with such a prestigious event. These awards are a celebration of the great people who shape our media landscape," says Johnston.

The newly named Canon Media Awards include newspapers, magazines, websites blogs and photography with special categories awarding reporters, cartoonists and more. 2010 drew more than 6000 individual entries.

Tim Pankhurst, Chief Executive of the Newspaper Publishers' Association which took over the running of the awards in 2010, thanked previous sponsors Qantas for their long involvement and welcomed Canon in its new sponsorship role.

"These awards are keenly sought after and we're excited to have Canon now stepping in to the key sponsorship role," he said. "It's an excellent fit."

Entry forms for the 2011 Canon Media Awards will be posted in mid-December, entries will be open until February 7th. The awards dinner will be held in late May.

The awards relate to work published in calendar year 2010 and will include video for the first time, reflecting the growth of new media.

"The awards presentation was reinvigorated this year and we are confident they will be taken to a new level in 2011," says Johnston.

“Worldwide the media is in an extremely interesting transition phase and we are proud to be part of that. We are keen to encourage the country’s many talented and creative photographers, journalists, artists, designers, subeditors both in print and online.” This article is brought to you by Canon New Zealand - Must-have camera accessories for taking great photos. For more great ideas on capturing that perfect moment with great digital cameras, visit the Canon website.