

Young Director Award 2009 Offers Up-and-Coming Commercial Producers Unmatched International Exposure

PARIS, France, March 3, 2009 – The Commercial Film Producers of Europe (CFP-E) and Shots magazine today announced the opening of submissions for the 11th annual Young Director Award. Entries will be accepted until April 15, 2009.

This year's Young Director Award ceremony will take place on June 24, 2009 in Cannes, France. Winning commercial directors who were "born to create drama" will benefit from exposure to the advertising industry, promotion in Shots magazine and on the Young Director Award website and will receive up to 2,400 meters of Kodak 35mm film.



Divided into two sections, European and Non-European, the Young Director Award includes five categories:

- Broadcast commercials
- Test commercials
- Film school submissions
- Branded short films
- Viral commercials

The Young Director Award is judged by a panel of experienced and respected industry professionals belonging to the CFP-E, as well as the editor of Shots magazine, Lyndy Stout.

Recognized for its support and promotion of aspiring international talent in commercial film production since 1999, the Young Director Award has differentiated itself from similar awards by:

- Having a simple submission rule: films that are submitted have to be among the first four commercials ever made by a director the year preceding the award
- Organizing a well-known fringe event during the Cannes Lions International Advertising Festival, which attracts over 900 spectators and professionals every year, lending exposure and prestige to the short-listed and winning directors

In addition, Young Director Award 2009 is a partner of ADFEST, offering the young aspiring commercial directors of the world even more exposure. ADFEST is an annual regional advertising event that celebrates creativity in the Asia Pacific region. It is a platform designed to elevate creative standard and promote communication within the advertising and production industry.

All films must be submitted on the organization's website www.youngdirectoraward.com. A single €38 administrative fee (except for Films Schools and the Fabulous Four winners from the ADFEST) covers submission and attendance at the award ceremony. More information about the event and

submission is available by contacting Hannes Jakobsen at the Young Director Award Secretariat in Copenhagen, at +45 5052 9467 or by email at info@yda2009.com.

About the Young Director Award

The Young Director Award (www.youngdirectoraward.com) has supported and promoted debuting international creative talent in commercial film production since 1999.

About the CFP-E

The Commercial Film Producers of Europe is a non-profit federation for commercial film producers. The members are the national associations representing commercial film producers. Production companies who are members of a national organization are automatically "associate members" of the CFP-E. For further information, go to www.cfp-e.com.

About Shots magazine

Launched in 1990, Shots magazine provides ideas and inspiration for creative talent, as well as being a recognized source of information for the industry. Published on a bi-monthly basis in magazine and DVD format, Shots showcases cutting-edge creativity in global advertising, selecting innovative TV commercials and the latest work from talented new directors, as well as ground-breaking music videos, virals, short films and idents. For further information, go to www.shots.net.

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Related links

YDA website: <http://www.youngdirectoraward.com>
YDA blog: <http://www.yda2009.com/blog>
YDA blog RSS: <http://youngdirectoraward.wordpress.com/feed>
YDA promotional posters: <http://www.flickr.com/photos/24163467@N03/sets>
YDA previous winner films: <http://www.youtube.com/youngdirectoraward>
YDA YouTube group: <http://www.youtube.com/group/youngdirectoraward>
YDA Vodpod Collection: <http://youngdirectoraward.vodpod.com>
YDA Facebook: <http://www.facebook.com/group.php?gid=10638996473>

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