

# NEWS & INFORMATION

## THE GLOBAL AWARDS HONORING THE WORLD SHARETHIS

*Langland UK Takes the Lead in Finalist Nominations; Winners to be Announced at Two Global Events in December*

**New York, NY – November 22, 2010:** **The Global Awards®**, honoring creative and marketing excellence in healthcare communications worldwide, announced the 2010 competition **Finalists**. The 2010 Global Awards **GrandJury®** selected the "World's Best Healthcare Advertising™," nominating 148 Finalists from 17 countries. Langland UK took the lead with 10 Finalist nominations.

Other prominent international companies receiving Finalist status in the preliminary judging round include: McCann Healthcare Australia with 9 Finalists, Grey Healthcare Australia, and DeVito/Verdi USA, each with 8 Finalists; Torre Lazur McCann England, 5 Finalists; and Saatchi & Saatchi Healthcare Sydney, along with Ogilvy CommonHealth USA, each with 4 Finalists. All Finalists go on to the secondary round of judging to determine medalists.

The Global Awards will host 2 award events this year, taking the celebrations globally to the cities of Sydney, Australia and New York, USA. This year's winners will be officially announced at both events in December.

Monday, December 6, 2010, The Global Awards will host a cocktail party in New York City, celebrating this year's winners at the **Eli Klein Gallery**, at the center of New York's Soho district, 462 West Broadway. Winning works will be showcased at the gallery and trophies presented to winners in attendance by Michael Demetriades, Executive Director of The Global Awards, and Tom Domanico, Chairman of The Global Awards Advisory Board & GrandJury, as well as Chairman, CEO & Worldwide Creative Director of DraftFCB Healthcare.

The awards in Sydney will be presented by The Global Awards and Bravo!, a group of Australian healthcare professionals, with representation from healthcare agencies, the Advertising Federation of Australia, and the Communications Council of Australia. The event will be held on Wednesday, December 8, 2010 at **Walsh Bay**, located near Sydney's historic Rocks area. The party opens with cocktails and canapés, with winning works on display and presentation of awards to follow. Michael O'Rourke, President of International Awards Group, will attend to present trophies to winners.

To purchase tickets and for more details on the New York and Sydney events, visit:

<http://www.theglobalawards.com/main.php?p=4,4>

Judging sessions for this year's Global Awards were hosted by the following prominent international agencies: McCann Healthcare Sydney, Australia; Ogilvy Healthworld London, England; Pharmacom Barcelona, Spain; Topin & Associates Chicago, USA; TrademarkDM Melbourne, Australia; and at The Global Awards headquarters in New York, USA.

The Global Awards **GrandJury** is comprised of a panel of 64 international industry experts, representing the top creative minds in the field of healthcare advertising from around the globe. **The Global Awards Board**, headed by Board Chairman Tom Domanico, is represented by award-winning health care professionals who guide the judging process and ensure that the competition addresses the needs of the healthcare communications industry.

The Global awards introduced several new **categories** in 2010 including: Animal Healthcare, Allergies, and Computer Generated Graphics, which recognize a unique niche in healthcare communications and honor those industry professionals involved in creating these works for their clients.

Now in its 16th year, The Global Awards receives entries from healthcare corporations, hospitals, advertising agencies, production companies, and design studios that produce communications for medical, pharmaceutical, and healthcare related products and services. The Global Awards Advisory Board and GrandJury are comprised of a panel of prominent international industry experts, representing the top creative minds in the field of healthcare advertising.

All Finalists are featured at: [www.theglobalawards.com](http://www.theglobalawards.com), and are promoted by our network of representatives in 74 countries around the world.

All press inquiries are welcome and should be directed to Gayle Mandel:  
[gmandel@internationalawardsgroup.com](mailto:gmandel@internationalawardsgroup.com). Phone 212 643 4800.

### **About the Global Awards**

Now in their sixteenth year, The Global Awards are recognized as the only awards dedicated to excellence in healthcare communications on an international basis.

**International Awards Group** International Awards Group (IAG) organizes advertising and programming competitions for the following brands: AME Awards® for the World's Most Effective Advertising™; Midas Awards® for the World's Best Work in Financial Marketing & Advertising™; The Global Awards® for the World's Best Healthcare Advertising™; New York Festivals® for the World's Best Advertising™; World's Best Radio Programs™ and World's Best Television & Films™. Entries to each of the competitions are judged around the world by panels of peers in their respective industries. Founded in 1957, IAG and their brands now have representation in 74 countries. For more information, go to [www.InternationalAwardsGroup.com](http://www.InternationalAwardsGroup.com).