

NEW AD VENTURE BRIEF CHALLENGES STUDENTS TO ADDRESS EU'S SECOND BIGGEST CANCER KILLER

Brussels, 17 November 2010: In collaboration with the Health & Consumers Directorate General of the European Commission and UK NGO Lynn's Bowel Cancer Campaign, the European Association of Communications Agencies (EACA) has launched the call for entries for its fourth annual student advertising competition, Ad Venture.

Students across Europe and beyond are challenged to create a pan-European public awareness campaign about early detection of colorectal cancer, the second biggest cancer killer in men and women in the EU. Every year, nearly 150.000 EU citizens die of colon cancer and more than 333.000 are newly diagnosed. The focus of the students' campaigns should be on the importance of participation in screening and addressing people's fears and misperceptions.

Colorectal cancer affects men and women nearly equally, mostly over age 50. Every citizen older than 50 has a 5% risk of developing colorectal cancer. Early detection results in a significant reduction of costs of treatment for advanced disease.

The Ad Venture competition is part of EACA's education programme through the European Foundation for Commercial Communications Education which aims to enhance the relationship between the advertising industry and academia, bringing together nearly 40 universities and schools.

Three finalist student teams will be selected by an international Jury comprising senior advertising professionals, academics & professors representing a variety of communication and marketing disciplines, physicians, policy makers, communication executives and representatives of patient organisations.

The finalist teams will have the opportunity to present their campaign during the EFCCE Annual Conference in Antwerp in May and the winning team will spend a week in Cannes at the Lions' International Advertising Festival and will attend the 2011 Euro Effies ceremony in Brussels.

The Ad Venture competition website (www.eacaeducation.eu/student_competition/) includes the new brief and previous years' competitions.



Because of the importance of this subject, the EFCCE will do everything it can to try to turn the winning ideas into a real campaign, if appropriate with the support of the European Commission.

The call for entries is open until the 23rd December 2010 and students have until 30 March 2011 to develop their campaigns.

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For further information, please contact:

Dominic Lyle, Director General, EACA
Telephone: +32 2 740 0711
Email: dominic.lyle@eaca.be

Note for editors

About EACA

EACA - the European Association of Communications Agencies - is the voice for communication agencies in Europe. It represents 31 national associations of commercial communications agencies, the 12 largest international agency networks operating in Europe, 7 international media agency networks, 9 national associations of integrated communications agencies and 14 leading specialist health communications networks.

About EFCCE

EFCCE - the European Foundation for Commercial Communications Education - was launched by EACA to promote excellence in commercial communications education and research and to further exchanges between the European commercial communications sector and academic partners.

About DG Health & Consumers, European Commission

DG Health & Consumers' mission is to help make Europe's citizens healthier, safer and more confident. Over the years, the European Union has established EU laws on the protection of people's health and the Directorate General for 'Health and Consumers' has the task of keeping these laws up to date.

About Lynn's Bowel Cancer Campaign

Lynn's Bowel Cancer Campaign is a small UK charity with HUGE dreams - founded by former Watchdog presenter Lynn Faulds Wood, who beat advanced bowel cancer. Lynn has campaigned strenuously over the last ten years to raise awareness of this disease and to save lives.