

Press release for immediate and unrestricted publication

The 5th International Creative Contest 2013

“Your idea to combat violence? Enter now!”

In cooperation with universities, institutions, well-known cooperation partners (e.g. specialist magazines such as PHOTO PRESSE, Foto Hits, Professional Production, Production Paradise) and sponsors, the agi ArbeitsGruppe International and the non-profit organisation Glückliche Familie e.V. invite you to actively support the prevention of violence for the sake of our children and young people by taking part with your creative works in this year's 5th Creative Contest. The contest comprises the following genres: photography, short films, animated films, game design, music, dramaturgy, painting/drawing/comic art, advertising/PR and journalism. Entries are submitted via the website (www.foto-film-game-contest.de). Amateurs and professionals from all over the world can take part. Winners will be presented with the Ginkgo Award as well as numerous high quality prizes donated by well-known sponsors. All entries will be judged by a jury of experts. The awards ceremony will take place during a gala in Munich at the beginning of September. In addition, outstanding works from the film industry will be awarded honorary Ginkgos.

The entries submitted by participants in last year's contest clearly demonstrated the variety and complexity of their approaches to treating the theme of violence prevention for the protection of children and young people. Some 250 entries were submitted in the genres of photography, short films, games, animated films, music and dramaturgy. Twenty-five of these received prizes and Ginkgo awards.

The contest is taking place for the fifth time this year and the range of genres has been expanded to include “Painting/drawing/comic art”, “Advertising/PR” as well as “Journalism”. The theme of this year's contest is

“Fighting violence - got an idea? Enter now!”

The works should contain a strong message and/or an explicit statement against violence focussing on the protection of children and young people and inspired ways of combatting violence.

Over the last few years, the situation has worsened for children and young people. Increasingly, violence is a major factor in their environment, not least due to the wide range of media available within families. The excessive use of media is a challenge for families, public services and organisations. Parents

and teachers are partly unsure and partly powerless in the face of this development, which is why consciously addressing violence against children and young people, particularly the aspect of prevention, is a major issue for the contest organisers. The contest is designed to raise awareness and opposition to aggressive behaviour and to make a significant contribution to addressing the issue of resolving conflicts without resort to violence. Again and again, the focus should be on peaceful and open conflict resolution at all levels.

School classes and sports clubs that master the challenge of dealing with violent behaviour in their work with all kinds of people, are also invited to participate.

We are seeking creative contributions which unequivocally reject all forms of violence - mistreatment, abuse, harassment, oppression, abuse of power – which take a clear stance and make an unmistakable statement against physical and psychological abuse. For people to grasp the message quickly and easily, a creative, contemporary interpretation using modern language is essential. We explicitly welcome a subjective, artistic approach to the theme. The 5th International Creative Contest is aiming for diverse interpretations and the use of the various media. “I consider combining design with social commitment to be a central task for young designers and photographers. To do this with topics which are just outside your front door is a special challenge,” Professor Matthias Leupold of the BTK University of Applied Sciences underlines the importance of the Creative Contest.

A top-class jury of people from a broad spectrum of creative fields will select and give special mention to those entries which portray the theme of the contest the most convincingly. Particular consideration will be given to the artistic aspect. For further information visit www.foto-film-game-contest.de

We will be pleased to provide high-resolution photographs and access to the newsroom, where three TV spots/cinema trailers are available.

All photos and links to videos may be used for distribution over the Internet. The creative works of the “2012 prize winners” and of those participants who received a “Special Recognition” for their works can be found at www.foto-film-game-contest.de

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