

Dubai Lynx launches honouree award

At a press conference held in Dubai on 4 March 2008, the organisers of the 1st Dubai International Advertising Festival announced that a new honouree award will be introduced from this year.



The Advertising Person of the Year Award will be presented to someone who, by their efforts, energy and dedication, has lifted the presence and profile of the region within the international marketing community. This may be either within their own country or at a regional level.

“This is an important award as it will reflect the need to drive a territory as a place of excellence and advancement in the creative and marketing arena,” commented Philip Thomas, Cannes Lions CEO, organisers of the Dubai Lynx Festival.

The first recipient of the award will be announced in two weeks time and the trophy will be presented on 2 April during the 2nd Dubai Lynx Awards Ceremony.

Sponsoring students

In line with the theme of this year's Festival, 'Learn to Win'- which reflects the organisers desire to facilitate via the event the lifting of the creative bar and to advance creativity in the region - it was also announced at the press conference that Dubai Media City will sponsor 20 Academy students to attend the 1st Dubai Lynx Festival allowing them to benefit from the great learning opportunity the event will provide.

Commenting on the student sponsorship, Mohamed Al Mulla, Director of Dubai Media City, said, “These advertising, marketing and communication students who are still in tertiary education and The Dubai Lynx Academy programme is all about developing the youth of the region and to enable them to understand and be enthused by great creativity - in fact, 'Learn to Win'. At the festival, these students will be able to draw inspiration by seeing the best work produced in the MENA region and listen first hand to global industry leaders.”

The press conference was hosted by Mohamed Al Mulla, Director Dubai Media City and addressed by Ph Thomas, Chief Executive Officer, Cannes Lions International Advertising Festival.

For more information, visit: <http://www.dubailynx.com/>