



## Press Release

For immediate release

### Care Awards finalists announced

*Brussels, 18 May 2016:* 17 social marketing campaigns from 8 countries have been shortlisted for the final judging round of the 2016 Care Awards. The selected campaigns will be judged by a panel of agency professionals and media representatives chaired by MEP Dita Charanzova (ALDE). The finalists are listed [here](#).

In total, campaigns from 17 countries worldwide were entered in all 5 categories: Non-profit Organisations and Non-governmental Bodies; Government Bodies and Related Organisations; Local and Regional Authorities; Corporate Governance and Healthy Lifestyle Promotion, which aims to raise awareness about healthy eating, physical exercise and lifestyles to combat obesity.

The winners of the 2016 Care Awards will be announced at the Awards Ceremony in Brussels on 14 June and will receive their Awards from the Jury Chair, MEP Dita Charanzova. A specially composed jury will also, based on received nominations, choose an MEP who will be rewarded for her / his biggest overall contribution to society, based on dedication, impact, creativity and future sustainability.

The main aim of the Care Awards, organised by EACA in cooperation with ACT Responsible, is to highlight the advertising industry's specific contribution to society by selecting and celebrating the most powerful and relevant social marketing campaigns and to inspire, promote and federate the actors of the advertising communications industry around social responsibility and sustainable development. The Care Awards cover subjects such as public health, environment, sustainable consumption, public safety, disability, human rights, domestic violence, child abuse, homelessness, education and other similar topical public issues.

Registrations for the Awards Ceremony are open on the [Care Awards website](#).

All entries will be included in the [ACT Responsible online gallery](#) and eligible for selection in the ACT Responsible World Tour Exhibition.

- ends -

With support from:



**#careawards16**





**For further information, please contact:**

Nathalie Shammah  
Finance & Events Manager  
Tel: + 32 2 740 0712  
E-mail: [nathalie.shammah@eaca.eu](mailto:nathalie.shammah@eaca.eu)

Kasia Gluszak  
Communications & Events Officer  
Tel: + 32 2 740 0714  
E-mail: [kasia.gluszak@eaca.eu](mailto:kasia.gluszak@eaca.eu)

To visit the EACA ACT Responsible online gallery, follow this link:  
<http://eaca-act.adforum.com/partner>

### **About the Care Awards**

This creative Award aims to recognise excellence in social marketing as part of EACA's overall commitment to promote Corporate Social Responsibility and ACT Responsible's mission to inspire, promote and federate the actors of the advertising communications industry around social responsibility and sustainable development. For more information, please visit [www.careawards.eu](http://www.careawards.eu).

### **About EACA**

The European Association of Communications Agencies (EACA) is a Brussels-based organisation whose mission is to represent full-service commercial communications and media agencies and agency associations in Europe. EACA aims to promote honest, effective advertising, high professional standards, and awareness of the contribution of advertising in a free market economy and to encourage close co-operation between agencies, advertisers and media in European advertising bodies. For more information, please go to [www.eaca.eu](http://www.eaca.eu).

### **About ACT Responsible**

The non-profit association ACT Responsible federate, promote, and inspire responsible communication on sustainability, equitable development and social responsibility. Through a unique collection, ACT Responsible shows how advertising professionals from all continents can use their core talent -- creativity -- to play a positive role in addressing today's crucial world issues. ACT Responsible promotes its mission worldwide, through The Expo, a unique travelling exhibition, conferences, media partnership and on a unique, free database of advertising campaigns accessible at [www.act-responsible.org](http://www.act-responsible.org).

**#careawards16**

