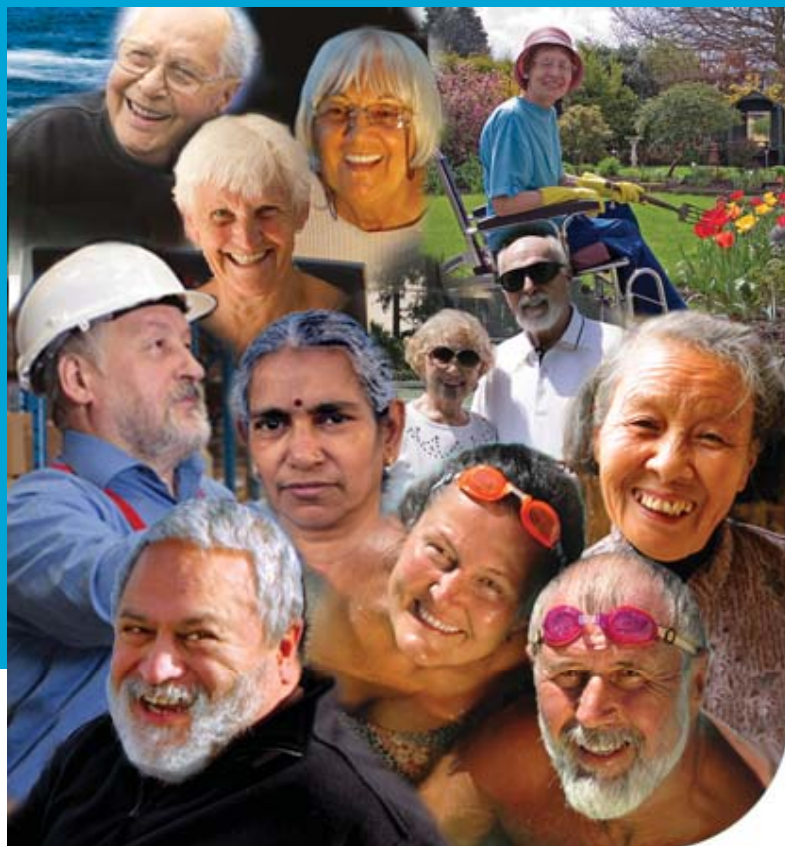


# the Age Concern New Zealand Patron's Award for the media



## Enter the inaugural Age Concern New Zealand Patron's Award

Enhance your CV, get noticed, add a trophy to your cabinet, and show your range by communicating the good news about the over-65s – the fastest-growing part of the population.

Positive attitudes breed positive behaviour, and the media have the power to change attitudes about older people and ageing. The inaugural Age Concern New Zealand Patron's Award will be awarded to the individual or company that best communicates positive attitudes about older people. All New Zealand journalists, public relations companies and advertising agencies are invited to enter.

### Our challenge to you

Send us a piece of work which fosters positive attitudes about older people. It could be a visual or audio, article or advertisement; the possibilities are endless.

### Conditions

1. your entry must be web-friendly (by that we mean it must be able to be placed on the Award website in some way)
2. it must have appeared in New Zealand media between 1 January 2008 and 31 July 2009
3. it must communicate positive attitudes about older people.

### Entries

Send your entry or entries to [alistair.stewart@ageconcern.org.nz](mailto:alistair.stewart@ageconcern.org.nz) at any time throughout the contest. Include: proof it meets our conditions, your name, the name of the company you work for and your contact details. We reserve the right to decline any entry.

Entries close at 5pm on 31 July 2009 and no late entries will be accepted. Finalists will be selected by a panel of judges which will include the Patron, Age Concern governors and advisers. The winner will be announced in October 2009.

**presenting  
the real  
face  
of older  
New  
Zealanders**



*Serving the needs of older people*