



FOR IMMEDIATE RELEASE

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CYPRUS JOINS EUROPEAN ADVERTISING STANDARDS ALLIANCE

(Brussels, 18 Jan 2013) Yesterday, the Cypriot self-regulatory body, Cyprus Advertising Regulation Organisation (CARO) became the newest member of EASA's self-regulatory network for advertising standards yesterday, following approval by EASA's Executive Committee at a meeting in Nicosia.

This new addition to the Alliance expands the coverage of advertising self-regulation in Europe: EASA now represents 27 self-regulatory organisations in 25 European countries.

EASA Chairman, Ildikó Fazekas, welcomed CARO's membership and said that "*the creation of an operational SRO that will now play its part in ensuring responsible advertising in Cyprus underlines the Cypriot advertising industry's firm commitment to self-regulation*".

Members of EASA's Executive Committee met with the Board of CARO to discuss how to further enhance the Cypriot self-regulatory system. In particular they talked about increasing awareness of self-regulation amongst consumers and industry; providing training and copy advice and how to reach out to the new digital media players.

CARO's Vice-President Stelios Malekos said "*we are delighted to join EASA's self-regulatory network which will give us access and support under the framework of EASA's Best Practices. This is a positive culmination of many years of serious work and commitment on the part of the Cypriot advertising sector towards putting a viable self-regulatory system into place*".

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Notes to Editors

About EASA

The European Advertising Standards Alliance (EASA) is a non-profit organisation based in Brussels and is the single voice of advertising self-regulation in Europe. It acts as the coordination point for advertising self-regulatory bodies and systems across Europe and beyond. EASA brings together 36 advertising self-regulatory organisations (27 from 25 European countries as well as advertising self-regulatory organisations in Australia, Brazil, Canada, Chile, India, Mexico, New Zealand, Peru and South Africa) and 16 organisations representing the advertising industry (advertisers, agencies and the media) both globally and in Europe – www.easa-alliance.org.

About advertising self-regulatory organisations

Self-regulatory organisations, also referred to as advertising watchdogs, are bodies set up by the advertising industry (comprising of advertisers, agencies and media) to apply advertising codes.

They handle complaints free of charge, issue sanctions when ads are found in breach, provide advice to the advertising industry to ensure that ads are not in breach of the code and monitor published ads (usually in specific sectors) to check whether any breach the code. SROs are currently putting in place new complaint handling procedures to reflect a new remit covering OBA that will ensure consistency and reflect the pan-European approach.

Currently, 27 self-regulatory organisations exist in 25 European countries. More information can be found on www.easa-alliance.org.

About CARO:

CARO was set up in 2011 to ensure that the content of ads running in Cyprus are legal, decent, honest and truthful.

CARO's website can be accessed here: <http://www.fed.org.cy/> (in Greek).

Please contact Christiana Paschalides (info@fed.org.cy) for further information.