



**PRESS RELEASE**  
**For immediate release**

## **FCB Mayo Peru & LDV United Belgium win Grand Prix at EACA Care Awards 2015**

*Brussels, 24 June 2015:* FCB Mayo Peru and LDV United Belgium were both awarded with a Grand Prix at the EACA Care Awards 2015 last night. FCB Mayo Peru touched the jury with the campaign “Searching for hearts” for the Peruvian Cancer Foundation and was awarded the Grand Prix of the 2014 edition of the Care Awards. With the aim of restoring faltering donations, this very moving campaign followed the actions of prison inmates in responding to a call for aid. LDV United Belgium was awarded the 2015 Grand Prix for their campaign “Special Olympics: European Summer Games”. This campaign was designed to raise awareness for the Special Olympics, taking place in Antwerp in 2014. With the aim to break the taboo and give the athletes the attention they deserve, LDV United created three controversial portraits using the eyes of a Special Olympian, and the fame of three top Belgian athletes to attract attention.

A total of 111 entries from 28 countries were submitted for the 2014 & 2015 EACA Care Awards and both editions were chaired by MEP Dita Charanzová (Alliance of Liberals and Democrats for Europe).

Winners from Australia, Belgium, Canada, Colombia, Finland, France, Germany, Italy, Lebanon, Mozambique, Peru, Serbia, Sweden, Switzerland, the United Kingdom and the United States received their trophies from Dita Charanzová (ALDE) last night in Brussels.

Click on the years to see the [2014](#) and the [2015](#) winners.

The entries were judged in 5 categories: Non-profit Organisations and Non-governmental Bodies; Government Bodies and Related Organisations; Local and Regional Authorities; Corporate Governance (CSR) and Healthy Lifestyle Promotion.

Entries in the 2014 & 2015 Care Awards covered issues as diverse as domestic violence, public health, child abuse and disability to name a few.



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A special Award to honour the work undertaken by MEPs in support of social, humanitarian and environmental causes was introduced this year as part of the EACA Care Awards. Nominations were judged on the MEP's level of commitment, creativity, impact and future plans. MEP Mariya Gabriel (European People's Party) received the MEP Care Award for her commitment to violence against women and gender equality. MEP Damian Drăghici (Progressive Alliance of Socialists and Democrats) received a special commendation for his dedication to the rights and social inclusion of the Roma.

-Ends-

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**About the EACA Care Awards**

The EACA Care awards are part of the European Association of Communications Agencies' (EACA) overall commitment to promote Corporate Social Responsibility and are linked to the [ACT Responsible online gallery](#) and the ACT Responsible World Tour. For more information, please visit [www.careawards.eu](http://www.careawards.eu).



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### **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).



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