



For European Social  
Marketing Campaigns

Recognising excellence in promoting care for people,  
resources and the environment

**Press Release**  
For immediate release

**EACA Care Awards® 2013 introduce MEP Award  
Special Award to honour MEPs' contribution  
to social, humanitarian or environmental causes**

*Brussels, 20 March 2013:* A special Award has been created as part of the EACA Care Awards to honour MEPs' contribution to social, humanitarian or environmental causes.

The EACA Care Awards for European Social Marketing Campaigns, which recognise excellence in promoting care for people, resources and the environment, are judged annually by a panel of MEPs. The winning campaigns are recognised at a ceremony held in the European Parliament.

From this year, MEP assistants are also able to nominate an MEP of their choice. Nominations will be considered by a panel composed of representatives of the European Association of Communications Agencies (EACA), the European Advertising Standards Alliance (EASA), the World Federation of Advertisers (WFA) and Advertising Community Together (ACT). Together, they will choose the MEP who, in their opinion, has made the biggest contribution to society in the last year who will be announced on 5<sup>th</sup> June at the Care Awards ceremony in the European Parliament.

The Awards cover subjects such as public health, environment, sustainable consumption, public safety, disability, human rights, discrimination, domestic violence, child abuse, homelessness, education and other similar topical public issues.

The entries are judged in 6 categories: Non-profit Organisations and Non-governmental Bodies; Government Bodies and Related Organisations; Local and Regional Authorities; Public and Private sector Businesses; Corporate Governance (CSR) and Invest in Youth, in association with the European Youth Forum.

The announcement of the winners and the presentation of the prizes, will take place on 5<sup>th</sup> June at the European Parliament in Brussels.

The EACA Care Awards 2013 are open for entries until **29 March 2013**.

More information can be found on: [www.careawards.eu](http://www.careawards.eu)

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**With Support from:**



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To enter the competition, follow this link: [www.careawards.eu](http://www.careawards.eu)

Visit the [EACA ACT Responsible online gallery](#).

The **European Association of Communications Agencies (EACA)** is a Brussels-based organisation which represents full-service commercial communications and media agencies and agency associations in Europe. EACA promotes honest, effective advertising, high professional standards and awareness of the contribution of advertising in a free market economy and encourages close co-operation between agencies, advertisers and media in European advertising bodies.

The non-profit association **ACT Responsible** promotes and inspires 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).