

*Press Release*  
*14 January 2013*

**EACA launches call for entries for the Care Awards® 2013:  
Members of the European Parliament judge Social Marketing Campaigns**

*Brussels, 14 January 2013:* The European Association of Communications Agencies has launched the call for entries for the EACA Care Awards 2013. These Awards for European Social Marketing Campaigns recognise excellence in promoting care for people, resources and the environment. They are part of the EACA's overall commitment to promote Corporate Social Responsibility and are linked to the ACT Responsible online gallery and the ACT Responsible World Tour.

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

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 awards will be judged by a panel of Members of the European Parliament (MEPs) chaired by Austrian MEP Heinz Becker together with representatives of media, agencies and stakeholders - so entering this award represents a unique opportunity to present CSR work to an important political audience.

Former winners have included campaigns from all over Europe for clients such as Amnesty International, UNICEF, the European Social Fund, the Metropolitan Police, AIDES and the United Nations High Commissioner for Refugees.

This year's judging, as well as the announcement of the winners and the presentation of the prizes, will take place at the European Parliament in Brussels.

The campaigns will be judged on 23 April 2013 and the award ceremony will take place on 5 June 2013 in the European Parliament. Winners will automatically be featured in the ACT Responsible online gallery and at the EACA Euro Effies® Awards Gala in September.

More information on how to submit a campaign can be found via: [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: [http://www.eaca.be/content.asp?content=act\\_responsible](http://www.eaca.be/content.asp?content=act_responsible)

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).