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New online prize for winners of Directors Guild Awards

For the first time, winners of this year's Australian Directors Guild Awards will be able to post their showreels online as part of their prize.

The ADG's online media partner, Showreelfinder.com, will post winning clips on a special ADG Awards site as well as giving all winners the opportunity to put their showreel online.

There are 20 categories in this year's awards, including six new categories.

Three new digital categories are for interactive branded entertainment, cross platform interactive and also original online programs. New categories introduced for traditional delivery forms are in the areas of documentary features, children's TV and TV reality/light entertainment.

Works screening in the 18 months from January 1, 2009 to June 30, 2010 are eligible for entry. The ADG has extended the closing date for entries to July 12, 2010 (with a \$10 late fee per entry submitted during the week of July 5).

The Australian Directors Guild Awards celebrate the creative achievement of directors in film, television and new media platforms.

A highlight of the 2009 awards was Geoffrey Rush presenting director Scott Hicks with the Outstanding Achievement Award for an outstanding body of work.

Winners will be announced at the Australian Directors Guild 2010 Awards dinner at the Star City Astral Room in Sydney on September 23.

To view the winners of the Australian Directors Guild 2009 categories of Best Direction in a TVC and Best Direction in New Media Platforms online visit <http://www.showreelfinder.com/info/australian-directors-guild>. To enter, visit www.adg.org.au/awards.aspx and for the full list of categories, visit the ADG website at www.adg.org.au

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