



37th Annual Annie Awards

International Animated Film Society, ASIFA-Hollywood

NEWS

For Immediate Release

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ASIFA-HOLLYWOOD ANNOUNCES 2009 'CALL FOR ENTRIES' Changes to Individual Achievement Categories, New Procedures for Voting

BURBANK, Calif. (September 18, 2009) – The International Animated Film Society, ASIFA-Hollywood, announces its 'Call for Entries' for this year's 37th Annual Annie Awards. The updated 'Rules and Categories' list as well as all entry forms can be found online at www.annieawards.org.

Honoring excellence in the field of animation, the Annie Awards will be presented in 25 categories including best animated feature, home entertainment, television production, television commercial, short subject, video game, as well as individual achievements. Entries submitted for consideration will be from productions that were released in the United States between January 1, 2009 and December 31, 2009. The deadline to receive entries is Friday, October 16, 2009.

Some changes to the rules and categories have been made this year and include: 1. The Individual Achievement Television or Short Form categories have been changed back to recognize Television only; 2. Music categories will include composers and lyricists who have written songs appearing in a production and who are part of the music team; 3. ASIFA-Hollywood members will vote only on the Production categories this year - Features, Home Entertainment, Short Subject, Television Commercials, Television Production, Television Production for Children and Video Games; and 4. A final election committee of animation professionals will determine the award recipients for all of the Individual Achievement categories.

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ASIFA-Hollywood/37th Annual Annie Awards 'Call for Entries'
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“We are constantly reviewing and updating the way the award recipients are selected so that we are absolutely sure we are including all of the talent that is worthy,” remarked ASIFA-Hollywood President Antran Manoogian.

This year’s ceremony will be held on Saturday, February 6, 2010 at Royce Hall on the campus of UCLA. The black-tie ceremony will feature a lively mix of animation luminaries, celebrity presenters and comedic talent to celebrate this year’s best of the best in animation.

ASIFA-Hollywood is the largest of an international network of chapters and supports a range of animation initiatives through its membership. Current projects include an animation archive, library and museum, classes and screenings, and animated film preservation efforts.

For up-to-the-minute information on the 37th Annual Annie Awards, please visit www.annieawards.org, or email: Gretchen@annieawards.org or call: 562.209.9900. Media inquiries, please contact Gretchen Houser, Houser PR, at 562.235.0991 or email: Gretchen@houserpr.com.

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