



MEDIA RELEASE

22 February 2013

CALLING ALL LOCAL ANIMATORS - GET COMPETITIVE AND STAND TO WIN CASH IN THE CCS ANIMATION CONTEST!

1. The Competition Commission of Singapore (CCS) Animation Contest 2013 returns for its second year. Organised with Nanyang Polytechnic's School of Interactive and Digital Media (SIDM), this contest aims to raise awareness of competition law in Singapore as well as to generate crowdsourced content on competition issues from the ground up.
2. In its second edition, new elements will be introduced to the CCS Animation Contest to encourage participation as well as to generate more buzz on social platforms such as Facebook. The changes to the contest are outlined as follows:
 - a. All animation entries demonstrating a high level of originality, creativity and technical execution are eligible to win the grand prize of \$10,000 cash, in addition to the top 3 category prizes.
 - b. Students from primary school through to Junior college levels can now register themselves under the newly created 'Pre-Tertiary' category, where previously students could only register themselves in the Tertiary category. This allows younger creative talents a higher chance of exposure and winning for their entries.
 - c. Audiences can also now vote for their favourite animation entry and stand to win prizes such as movie tickets in the 'Viewers' Choice' Prize. This prize will see submissions with the most votes in each category awarded an additional \$1,000 in cash, in addition to any other applicable prizes.
3. The contest offers aspiring animators of all ages a platform to understand key issues related to competition law in Singapore's context and present their own perspective on it through their own storylines and ideas. Participants are encouraged to submit creative entries on how competition and fair play in the marketplace helps to create a level playing field for consumers and businesses alike as well as leads to a vibrant economy driven by innovation.
4. The contest is now open and will close on **22 May 2013**. Interested parties and members of the media are invited to attend a contest briefing conducted by CCS:

Date & Time: 23 February 2013, 11am

Venue: Ministry of National Development (MND) Auditorium, Annex A (Level 2), MND Building, 5 Maxwell Road, Singapore 069110



5. For more details, please visit the contest microsite at www.ccsanimationcontest.com or email to ccsanimationcontest@gmail.com

Annex 1 - CCS Animation Contest prize schedule

Annex 2 – CCS Animation Contest publicity poster

For media queries or clarifications, please contact:

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About The Competition Commission of Singapore (CCS)

CCS is a statutory board established under the Competition Act (Chapter 50B) on 1 January 2005 to administer and enforce the Act. It comes under the purview of the Ministry of Trade and Industry. The Act empowers CCS to investigate alleged anti-competitive activities, determine if such activities infringe the Act and impose suitable remedies, directions and financial penalties.

For more information, please visit www.ccs.gov.sg.

About Nanyang Polytechnic's School of Interactive & Digital Media (SIDM)

The SIDM is centered on a dynamic mix of creativity, the applied arts and digital media technologies. It is committed to developing creative talents for a vast spectrum of applied arts industries, including the entertainment, edutainment, advertising and corporate communications sectors.

For more information, please visit <http://www.nyp.edu.sg/sidm/school-of-interactive-n-digital-media>

Annex 1: CCS Animation Contest prize schedule

Category	Prizes (applicable to each category)
Grand Prize: S\$10,000	
1. Pre-tertiary <ul style="list-style-type: none"> - Primary Schools - Secondary Schools - Junior Colleges - Centralised Institutes 	<p>Best Animation Clip: the winner receives a S\$5,000 cash prize, trophy and a Certificate of Participation</p> <p>First runner up: the winner receives a S\$3,000 cash prize, trophy and a Certification of Participation</p>
2. Tertiary <ul style="list-style-type: none"> - Polytechnics - Universities - Institutes of Technical Education (ITE) - International & private schools 	<p>Second runner up: the winner receives a S\$2,000 cash prize, trophy and a Certification of Participation</p>
3. Open <ul style="list-style-type: none"> - All other submissions 	<p>One Viewers' Choice Prize to be awarded to each category</p>
Up to 5 Merit prizes* at S\$1,000 each	
*The decision on the award of the Merit Prize is based on the sole discretion of CCS and/or the judging panel.	



Competition
Commission
SINGAPORE

Annex 2: CCS Animation Contest publicity poster

**COMpetition
COMMISSION
of SINGAPORE
ANIMATION CONTEST
2013**

Have you always had a **KNACK FOR ANIMATION ?**

PRIZES

Grand Prize: \$ 10,000

- 1st Prize: \$ 5,000*
- 2nd Prize: \$ 3,000*
- 3rd Prize: \$ 2,000*
- Most Popular Prize: \$ 1,000*
- 5x Merit Prize: \$ 1,000

* Prizes apply to each category (Pre-tertiary, Tertiary & Open)

DATES

Briefing:

- Date: 23 February 2013
- Time: 11am
- Venue: Ministry of National Development Building,
5 Maxwell Road, Ministry of National Development Auditorium
Annex A (Level 2)

FOR MORE INFORMATION

Contest website:
www.ccsanimationcontest.com
Email: ccsanimationcontest@gmail.com
Corporate website: www.ccs.gov.sg