



# Information-Valais

## Informationsstelle Wallis

### Press Release

#### **3rd International Valaisan Media Prize for Journalists**

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**The 3rd International Valaisan Media Prize is awarded to journalists in recognition of exceptional articles and documentaries on the Swiss alpine canton of Valais. The award is sponsored by Valais Information. Articles published for the first time between 1<sup>st</sup> January and 31<sup>st</sup> December 2010 will be taken into consideration. The winner in each language category will receive CHF 5,000. In addition a special prize will be awarded in the field of TV/film and radio broadcasts. Articles in German, English, Italian and French will be taken into consideration.**

Through this award for journalists who are active and published worldwide, Valais Information wishes to bring the tourist facilities, economy and natural beauty of this alpine canton to the public's attention.

„The quality of work for the first two editions of the prize was very high and the number of articles submitted has greatly increased,” says Urs Zenhäusern, President of Valais Information and Director of Valais Tourism. An innovation for this 3<sup>rd</sup> edition of the Valaisan International Media Prize, journalistic work published for the first time between 1<sup>st</sup> January and 31<sup>st</sup> December 2010 will be considered. “This makes it easier for journalists to increase the number of winter articles covering the alpine region with the most reliable snow cover,” adds Urs Zenhäusern.

Through the announcement of the International Media Prize Valais Information seeks to offer an incentive to journalists to deepen their knowledge of the culture, tourist attractions, quality of life and gastronomy of this Swiss alpine canton.

Articles must be submitted in PDF format, TV, film or radio entries should be made on CD. Please submit your entry with the accompanying form.

**Valais Information**  
**„Valais Media Prize“**  
**Rue Pré-Fleuri 6, Case postale 288**  
**1951 Sion**  
[info@valais.ch](mailto:info@valais.ch)

Final submission date is 10th January 2011.

Sion and Zürich, May 4, 2010

For further information:

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# Form for participation

## 3rd International Valaisan Media Prize for Journalists

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- Print Media
- TV/Film, Radio Reports

### Informations journalist

Last Name : .....

First Name : .....

Fonction : .....

Address : .....

Postal Code, Domicile : .....

Country : .....

Phone : .....

E-Mail : .....

### Informations article

Title : .....

Date of publication : .....

Media : .....

Frequency of publication : .....

Edition : .....

Website : .....