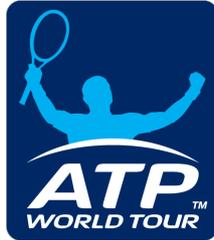




**THE KENNEDY AWARDS**



## **Association of Tennis Professionals sponsors top new sporting award**

May 9th, 2014

The NRMA Kennedy Awards for Excellence in NSW Journalism is delighted to announce that the ATP World Tour, the international governing body of men's professional tennis, is sponsoring the inaugural award for *Outstanding Sports Photography* to be presented at this year's gala event.

The winner of the *Outstanding Sports Photography Award*, which is being introduced for the first time by popular demand, will receive an eight-day trip to the season-ending championships, the Barclays ATP World Tour Finals at the O2 Arena in London, 9-16 November.

Announcing the ATP's sponsorship of the first sports photography award category, Kennedy Foundation Chairman Peter Ryan thanked the tennis giant for its commitment to the NRMA Kennedy Awards.

"The NRMA Kennedy Awards for Excellence in NSW Journalism and the Kennedy Foundation is extremely grateful to have the support of the ATP World Tour in 2014, the third year of the awards," Mr Ryan said.

"The ATP-sponsored *Outstanding Sports Photography Award* recognises standout pictorial coverage of a sporting event, or events, in the 2013-14 financial year and acknowledges supreme craftsmanship and expertise from what promises to be a superb catalogue of entries."

"The ATP's sponsorship is a significant and ground-breaking contribution to the Kennedy Awards which continue to recognise excellence in NSW journalism in a wide range of categories."

Alison Lee, Executive Vice President of the ATP International Region, said the ATP welcomed the opportunity to become a major sponsor of the Kennedy Awards.

“On behalf of the ATP, we are delighted to be part of the Kennedy Awards and in particular sponsor the *Outstanding Sports Photography Award*,” Ms Lee said.

“Only the world’s best ATP players qualify for the Barclays ATP World Tour Finals and it is fitting that the best NSW sports photographer will have the chance to see this phenomenally successful event for themselves.

“Every year, the tournament is sold out with 260,000 spectators for the seven days it is at O2 – incredible when you consider there is only one tennis court to watch.

“The Finals is unlike any other tennis tournament with the best eight players and doubles teams and there is also the special use of lighting, music, video and LED screens. This makes for some incredible photo opportunities.”

The NRMA Kennedy Awards, named in honour of legendary Sydney crime reporter Les Kennedy who died aged 53 years in 2011, have for the past two years recognised the state’s top journalists from scores of some of NSW’ finest media professionals.

Entries for this year’s awards close July 1, for work in the 12 months of the current financial year. The 2014 NRMA Kennedy Awards will be held on August 8 at the Royal Randwick Ballroom, Australian Turf Club.

***This year the NRMA Kennedy Awards, with the pro bono expertise of law firm Kennedys and the support of Racing NSW, recently registered the Kennedy Foundation as a charity to administer a benevolent fund for media professionals facing hardship, the children’s cancer charity Redkite and the Aboriginal Medical Service.***

The presentation of 33 awards will culminate with the announcement of the P&O Cruises NSW Journalist of the Year, to be presented by the NSW Premier.

Details on entry and tickets to the awards can be found at [www.kennedyawards.com.au](http://www.kennedyawards.com.au)

\*\* The *Outstanding Sports Photography Award* prize will be a return economy-class airfare, plus eight-night’s accommodation at the official media hotel at the Barclays ATP World Tour Finals. The winner will have a lifetime opportunity to work at the finals.

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