



## **MEDIA RELEASE**

March 19, 2016

### **THE POWER OF THE LENS**

#### **City of Parramatta Council to showcase photographic excellence in the 5<sup>th</sup> Annual NRMA Kennedy Awards**

The Kennedy Foundation is delighted to announce that the new City of Parramatta Council is the first ever sponsor of all photographic categories in the 5<sup>th</sup> Annual NRMA Kennedy Awards for Excellence in Journalism.

The City of Parramatta's historic sponsorship will include the hosting of inaugural *Power of the Lens* Exhibition in the lead up to the August 12 awards.

The exhibition will showcase all 2016 entries in the categories of Outstanding News Photo, Portrait, Sport Photo, Online Video and TV News Camera Coverage.

The news values and talent of the finalists in the photographic categories will be on show at the launch of the Power of Lens exhibition at the Park Royal on July 28.

The launch will be followed by a two-week public exhibition of all the Kennedy Awards' photographic entries for separate judging in a new "People's Choice", award.

City of Parramatta Council has established a significant milestone in becoming the first local government entity to partner the NRMA Kennedy Awards for Excellence – now a premiere fixture on the NSW events calendar.

Announcing the Council's partnership with the NRMA Kennedy Awards, Kennedy Foundation chairman Mr Peter Kogoy thanked the council's for its generous support and commitment to the awards.

“The Kennedy Foundation and Kennedy Awards is delighted to have City of Parramatta as a partner and inaugural sponsor of the four key photographic awards, some of the most prestigious awards at the annual gala awards’ night in August every year,” Mr Kogoy said.

“The annual Kennedy Awards’ attract Australia’s finest media photographers and it is indeed great news that the City of Parramatta Council will publically showcase these entries in the lead up to the big awards’ night.

“With Parramatta recognised as Sydney’s dual CBD and council driving plans to make Parramatta Australia’s next great city, the Kennedy Awards and the Kennedy Foundation is extremely grateful to have the generous support of the City of Parramatta in this, the fifth year of the awards.”

Administrator of the City of Parramatta Amanda Chadwick said Council was very happy to be a partner of the Awards.

“Photography is such a powerful storytelling medium and the photographs we see in our newspapers each day connect us with the stories that help shape our understanding of the community we live in,” Ms Chadwick said.

“Whether we realise it or not, news plays a key part in all of our lives and Council is proud to have the opportunity to support the work being done by Australia’s world-class photo journalists. We are excited to host an exhibition of 2016’s best news and sports photographs here in Parramatta and give the local community an opportunity to appreciate the art of the photographers that help bring our news to life every day.”

The NRMA Kennedy Awards, named in honour of legendary Sydney crime reporter Les Kennedy who died aged 53 years in 2011, celebrate quality Australian journalism and the memories of past masters.

“With the ongoing generous support of all our loyal sponsors and partners such as City of Parramatta, the Kennedy Awards continue to remain a prestigious annual event, worthy of the great legacy left by the late Les Kennedy,” Mr Kogoy said.

The Kennedy Awards continues to provide ongoing support to the Kennedy Foundation, administering a benevolent fund for media professionals in hardship. The Foundation has also supported charities in the wider community, including the children's cancer charity Redkite, the Aboriginal Medical Service, the Charlie Perkins Trust for Children and Young People, leading Australian Cancer Clinical Trials Group, ANZUP, and its flagship event the Below the Belt Pedalthon and the Aboriginal School of Learning at the University of Technology Sydney.

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