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PRESS RELEASE – FOR IMMEDIATE RELEASE

Contact: [Your contact name]

[Your job title]

Phone: [Your phone number]

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[You / your organisation] nominated for the *New Statesman* New Media Awards 2006 for [place category title here] London, [Add date here]

The *New Statesman*, Britain's leading political magazine, in association with Atos Origin, the leading IT services company, announces the short listing of [you / your organisation] in their New Media Awards in the category of [place nominated category here]. [Place category description here, see below for details].

The key themes of this year's awards are "ingenuity, modernisation and accessibility". They intend to award those who have achieved something of benefit to others, whether in their community or in society at large. Since 1998, these awards have promoted projects that embrace new technology, fresh thinking and creative management in the UK.

"Society has always been promised a great deal by the digital revolution," says John Kampfner, editor of the *New Statesman*. "The 2006 New Media Awards will highlight the projects that have really delivered on that promise."

"[Place personal quote here, eg. A comment from your managing director]"

[Person's name]

[Job title]

[Add any further information about your company and nomination you feel appropriate here]

Notes to editors

About the *New Statesman*

Founded in 1913, the *New Statesman* is Britain's leading political and current affairs magazine and has been organising the New Media Awards since 1999. Full details of the awards can be found at: www.newstatesman.com/newmedia

The first *New Statesman* New Media Awards were held in 1999.

Anyone with an eligible example of ICT in public life is welcome to nominate it for review. Nominations are accepted until 31 May 2005. Highest achieving nominations will be awarded a prize at an awards ceremony in Central London in July.

Full details of the awards can be found at:

www.newstatesman.com/newmedia

About Atos Origin

Atos Origin is an international information technology services company. Its business is turning client vision into results through the application of consulting, systems integration and managed operations. The company's annual revenues are more than EUR 5 billion and it employs over 46,000 people in 40 countries. Atos Origin is the Worldwide Information Technology Partner for the Olympic Games and has a client base of international blue-chip companies across all sectors. Atos Origin is quoted on the Paris Eurolist Market and trades as Atos Origin, AtosEuronext, Atos Worldline and Atos Consulting. For more information, please visit the company's web site at <http://www.atosorigin.com>

Award category descriptions

Contribution to civic society award

This award will go to the local, regional or national government project that best uses new media technology to contribute to civic society.

Modernising government award

This award will go to the most innovative use of new media technology to improve efficiency and modernise services at any level of government.

Elected representative award

This award will go to the elected representative who best uses new media technology to communicate with the electorate. This award is open to councillors, MEPs, MPs, MSPs and Members of the Welsh Assembly.

Education award

This award will go to the body that has made the most significant contribution to education, or to an educational establishment, through the use of new media technology.

Community and information award

This award will go to the individual or organisation that best uses new media technology to provide an alternative, informative voice enhancing democratic debate.

Advocacy award

This award will go to the individual or organisation that has most effectively influenced opinions and behaviour through the use of new media technology. Pressure groups, lobbying firms, charities, corporate public affairs departments and campaigning organisations are all eligible.

Accessibility

This award will go to the individual or organisation that has maximised access to information or services through new media technology.

Innovation award

This award will go to the individual or organisation that has best used new media technology to improve public life. Eligible projects include the use of Wi-fi, wireless, GPRS, mobile phone, smart phone, PDA, SMS, smart cards and Bluetooth.