

## New York Festivals International Television & Film Awards(R) Announced Its 2010 Winners in New York; Grand Trophies Go to ESPN and The Edge Picture Company



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NEW YORK, NY -- 05/04/10 -- The 53rd New York Festivals International Television & Film Awards honored this year's winning entries at the 2010 awards ceremony Monday, May 3rd in New York at the American Airlines Theater. The GrandJury® awarded two prestigious Grand Trophies -- one to ESPN of the US, and the other to The Edge Picture Company in the UK. In addition, ESPN was named Broadcaster of the Year for the third year in a row, while The Edge Picture Company was also honored for the third time with the title of Production Company of the Year.

The spotlight was on the winners as the New York Festivals saluted the Television and Film Award winning entries with a unique three hour celebration in the American Airlines Theater Penthouse Lobby. The gala started off with cocktails and hors d'oeuvres while award winners and guests mingled in the event space and the adjacent outdoor terrace, with spectacular views of historic Times Square. Grand Trophy, Gold, Silver, Bronze, and prestigious United Nations Department of Public Information award winning work was showcased throughout the venue.

The Edge Picture Company, UK was awarded the Grand Trophy in the Arts & Humanities category for their film "1001 Inventions and the Library of Secrets." The film, directed by Alan Deakins, showcases the scientific heritage of the Muslim civilization. Starring academy award winner Sir Ben Kingsley, the short drama was commissioned by the Jaymeel Foundation as an introductory film for the 1001 Inventions exhibit at London's Science Museum. In addition, the London-based company took home five Gold World Medals, Four Silver, Two Bronze, and three Finalist Certificates.

Each year the New York Festivals, in collaboration with the United Nations, appoints a panel to select work that exemplifies the aims and ideals of the United Nations. Their selections are awarded the illustrious UNDPI Award. 2010's United Nations Department of Public Information Winners were: CTV News, Canada receiving the UNDPI Gold World Medal for "Pakistan Beauty Salon" in the Human Interest category; and Wolf Films, in association with Universal Media Studio, was honored with the UNDPI Silver World Medal for "Hell" Law & Order: Special Victims Unit, winning in the Drama category. Media Corp Pte Ltd, Singapore - Caldecott Productions International tied with HBO, USA for a UNDPI Bronze World Medal: Media Corp for their entry "Mother Earth Speaks," winning in the Cinematography category, and HBO for their entry "Ladies Detective Agency, Botswana Gems of Africa" winning in the Promotional Program category. These 2010 UNDPI awards were presented by Juan Carlos Brandt, Chief of Advocacy & Special Events, Outreach Division for the United Nations.

The 2010 New York Festivals Television & Film Awards received entries from thirty-five countries around the globe. All winning entries were selected by our GrandJury comprised of award winning Television and Film professionals.