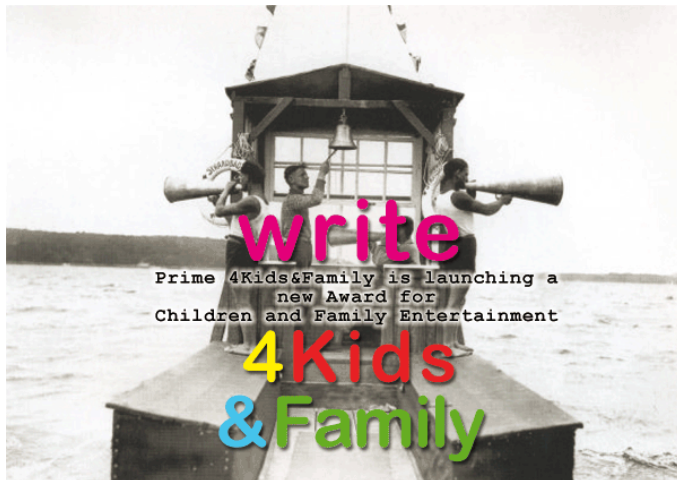


Press release, July 5<sup>th</sup>, 2010



## Write 4Kids&Families

**European Training PRIME 4Kids&Family launched new Award for children and family entertainment**

Primehouse in cooperation with Cinekid, the film, television and new media festival for children, Script Forum Warsaw, Film Fund Baden-Württemberg and the city of Ludwigsburg are proud to announce the first award for European screenwriters for cinema, television and interactive media projects in the field of child and family entertainment.

### Who can apply?

The award is open to experienced professional writers or creative teams with a film or interactive media project targeted at a children's / family audience. The award is linked to participation at the PRIME4Kids&Family project development programme. Participants must be citizens of a member country of the EU MEDIA Programme.

The award offers free participation in the PRIME 4K&F programme for two participants. The winning nominees will be announced at the end of the programme in December. Both nominees will be invited to present and discuss their projects at the Script Forum Warsaw in July 2011. Following the Script Forum, the winner will be announced and invited to the Cinekid Festival in October 2011 and to present the winning project at the Cinekid for Professionals Market.

Application deadline for both the programme PRIME 4K&F and award scheme is July 25<sup>th</sup>, 2010.

### Program details

PRIME 4Kids&Family (former Pygmalion Plus) is the only European programme for writers and creative teams which supports the development of cinema, television and media projects for children, young people and family audiences. PRIME 4Kids&Family is designed to develop projects from an early stage and has proved a unique resource for professionals with a particular interest in these audiences.

PRIME 4Kids&Family consists of two residential sessions: the first will take place in Poland in early October and the second in Ludwigsburg, Germany in December 2010.

Full information on PRIME 4K&F, its content and structure, together with feedback from previous participants and details about the programme and how to apply, can be found on the PRIMEHOUSE website: <http://www.primehouse.eu>. For additional information please contact us at the PRIMEHOUSE office T.+49 (30) 4372729-10 or send us an email to [p4k@primehouse.eu](mailto:p4k@primehouse.eu).