



# AIPES NUCLEAR MEDICINE PRESS & ONLINE MEDIA AWARD 2015 CALL FOR ENTRIES NOW OPEN

Brussels, 27 February 2015

The Association of Imaging Producers and Equipment Suppliers (AIPES) is delighted to announce the launch of its 2015 Nuclear Medicine Press & Online Media Award.

The AIPES Nuclear Medicine Press & Online Media Award celebrates the year's most outstanding educational communication on nuclear medicine, published in a non-scientific or medical journal. The Award is open to journalists, non-professional writers, groups or editors. The goal of this Award is to recognise quality communication on nuclear medicine.

"We, at AIPES, believe that nuclear medicine plays a valuable role in improving healthcare across the world, and we support and encourage positive and clear communication to broader audiences. We believe that communicating the benefits of nuclear medicine will contribute to better awareness and understanding of the importance of nuclear medicine in diagnosis, prognosis & therapy," says Hester Larkin, Chair of the AIPES Nuclear Medicine Awareness Group.

Any relevant article or online Media feature which appeared between 1st of August 2014 and 31st of July 2015 can be submitted to the AIPES Review Panel by the 16th of August 2015 for consideration.

The Winner of the 2015 AIPES Nuclear Medicine Press & Online Media Award will receive 2,000 € and a specially commissioned sculpture created by the famous Belgian sculptor, Olivier Strebelle.

### Criteria for selection

- The article must have appeared in a European publication which has a large audience. It has to be written for the layperson and not targeted specifically at nuclear medicine experts. It has to appear in a newspaper, magazine or online media
- The topic must be about nuclear medicine in general, covering either the technology or nuclear medicine as a whole (i.e. equipment and drugs) or possibly a special topic that clearly describes a particular aspect of nuclear medicine;
- The article must be readable by the majority of non-scientific readers and should be technically accurate;
- The article can be written in any European language;
- The article must have been published between 1st of August 2014 and 31st of July 2015;
- The author can be a journalist, a non-professional writer, a group of individuals or a magazine editor.



### How to submit an article

Articles that comply with the above criteria can be submitted to the AIPES panel by e-mail at: [admin@aipes-eeig.org](mailto:admin@aipes-eeig.org) or by postal services at: AIPES, Avenue Louise 65, Box 11B, 1050 – Brussels, Belgium (attn.: Ms Jocelyne Baldasso). **Closing date for submissions is 16th of August 2015.**