



## PRESS RELEASE

Budapest, 17 November 2010

### Junior Prima Awards sponsored by Erste

**Budapest, 17 November 2010 – This is the third year that the awards Junior Prima in the category Hungarian Press, a category co-founded by Erste Bank Hungary Nyrt., have been awarded to ten young journalists under 30 years of age. Accompanied by professional recognition and financial support, the awards have been decided by a panel consisting of Ms. Judit Juhász, Ms. Alinda Veiszer (award winner in 2008), and Mr. Ervin Tamás.**

Founded by well-known financier Sándor Demján, Prima Primiissima Awards have been granted to young talents as well since 2007. Junior Prima Awards were first presented in three categories (science, sport, and education), but, upon the initiative by Prima Primiissima Alapítvány (Prima Primiissima Foundation), new categories—press, arts, theatre and motion picture, literature, architecture—were created last year by the Board of Trustees of the foundation. Erste Bank joined the initiative as co-founder of the award Magyar Sajtó [Hungarian Press].

Ms. Edit Papp, chairperson and CEO of Erste Bank Hungary, said after the award ceremony that Erste Bank was happy to back the initiative and proud to be involved in supporting young and talented journalists. Nowadays the statement 'Information is power' rings increasingly true—perhaps more so than ever. However, one has to use this clout in a responsible way. In addition to professional recognition, the award may contribute to secure financial independence, a feature treasured by journalists as well

Ten young journalists under the age of 30 have been awarded this year as well in the category Magyar Sajtó, receiving a prize of 7,000 euros each: Bálint Ablonczy (*Heti Válasz*), Attila Bátorfy (*Kreatív Magazin*), Ms. Judit Kis (MTI [Hungarian News Agency]), Márton Munkácsy (FigyelőNet), András Oláh (Info Rádió), Péter Pető (*Népszabadság*), Attila Rovó (MR1-Kossuth Rádió [Hungarian Public Radio M1]), Balázs Szentkirályi (Index.hu), Mihály Vidos (MTV [Hungarian Public Television]), Attila Weinhardt (portfolio.hu).

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