



PRESS RELEASE

Budapest, 7 November 2011

Junior Prima Awards sponsored by Erste

Budapest, 7 November 2011 – This is the fourth year that the awards Junior Prima in the category Hungarian Press, a category co-founded by Erste Bank Hungary Zrt., 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 Csaba Belényesy, Gábor Borókai, and András Kepes.

Founded by well-known financier Sándor Demján, Prima Primissima 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 Primissima Alapítvány (Prima Primissima Foundation), new categories—press, arts, theatre and motion picture, literature, architecture—have been created since 2008 by the Board of Trustees of the foundation. Erste Bank joined the initiative as co-founder of the award Magyar Sajtó [Hungarian Press].

Radován Jelasity, President and CEO of Erste Bank Hungary, said after the award ceremony that Erste Bank was happy to back the initiative and was 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 EUR 7,000 each: Ms. Angéla Galán (m1), Zoltán Helmeczi (MTI), Ms. Zsófia Barbara Iványi (*Magyar Narancs*), Péter Kollányi (MTI), Zoltán Laky (*Heti Válasz*), Ms. Nóra Ördög (RTL Klub), István Palkó (portfolio.hu), Ms. Judit Pietsch (MTI), Ms. Szilvia Anna Sipos (m1), János Szegő (Magvető Könyvkiadó)

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