The 39th Annual Annie Awards

Presented by the International Animated Film Society, ASIFA-Hollywood

NEWS

ASIFA-HOLLYWOOD UPDATES 'TV PRODUCTION' CATEGORIES
FOR THIS YEAR'S ANNIE AWARDS

BURBANK, Calif. (September 21, 2011) -- The International Animated Film Society, ASIFA-Hollywood has announced updates to its Categories 5 & 6 for the 2010 Annie Awards. Category 5 is now **Best General Audience Animated Television Production**, Category 6 remains **Best Animated Television Production for Preschool Children** and the addition of Category 6A **- Best Animated Television Production for Children.** Complete eligibility and mechanical requirements are available online at www.annieawards.org.

Frank Gladstone, ASIFA-Hollywood's president explained, "After careful consideration and much discussion among our board members, we decided that for this specific category, traditionally one for which we receive perhaps the greatest number of submissions, developments in the industry and especially the widening audience for television animation have warranted this accommodation. We are going to try this three-tiered approach to see if this makes the television achievement awards fairer and more representative of the unique distinctions in broadcast animation."

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ASIFA-Hollywood is the world's first and foremost professional organization dedicated to promoting the Art of Animation and celebrating the people who create it. Today, ASIFA-Hollywood, the largest chapter of the international organization ASIFA, supports a range of animation activities and preservation efforts through its membership. Current initiatives include the Animation Archive, animation film preservation, special events, classes and screenings.

Created in 1972 by veteran voice talent June Foray, the Annie Awards have grown in scope and stature for the past three decades.

For information on ASIFA-Hollywood, please visit www.asifa-hollywood.org. For information on the Annie Awards, please visit www.annieawards.org.

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