

## ANNOUNCING WINNERS OF - LUMINOUS AWARD AUSTRALIA 2011 -



### ***Men's Health* and Seven News win Luminous Awards for cancer reporting**

*Men's Health* feature writer, Daniel Williams, and Seven News health reporter, Karen O'Sullivan, have been awarded first prize in the print and broadcast categories respectively of the Luminous Awards for 2011. The \$5,000 cash prize will be presented to Williams and O'Sullivan at the Clinical Oncological Annual Scientific Meeting in Perth on November 15

"Daniel and Karen's entries clearly met the award criteria and were undoubtedly high quality examples of oncology journalism," said John Stubbs, Chair of the Luminous Awards Australia judging panel.

Williams' article 'Big C or Little C' was the judges' unanimous decision in the print category. The article interviewed four cancer experts for their personal approach to potentially-carcinogenic lifestyle risks, such as burnt meat, alcohol and deodorant.

O'Sullivan's news story 'A second chance' highlighted the importance of donating lifesaving resources such as bone marrow and platelets through the story of a young girl with leukemia. Her follow-up to this story was also highly commended.

*Australian Financial Review's* Jill Margo was named as a highly commended entrant in the print category for her article 'Curing Cancer and Other Dreams'.

"Print and broadcast media carry a responsibility to provide cancer stories in the public interest that are accurate, informative, well researched, unbiased and ground breaking, particularly given cancer is the leading cause of death in Australia," Mr Stubbs said.

The Luminous Award Australia is hosted by COSA in partnership with Eli Lilly Australia.