

## **PRESS RELEASE**

### **CODERE FOUNDATION SPONSORS IE BUSINESS SCHOOL'S III AMERICAN ECONOMIC JOURNALISM AWARD**

- **The Awards, the only regional award of this nature, recognize the quality of economic and financial articles published in Latin America and is endowed with a \$13,000 prize.**
- **The two previous editions involved more than 500 articles, 250 journalists and 180 media companies.**

**Madrid, 11 December 2012 CODERE Foundation**, an organization dedicated to research, analysis, policy development and the evolution of the gaming industry, supports the **3RD ANNUAL LATIN AMERICAN ECONOMIC JOURNALISM AWARD** organized by **IE Business School**, which recognizes the best journalism published or broadcast by the media (newspapers, magazines, blogs, websites, radio or television) in Latin America to spread economic culture among society.

Following the success of previous editions, with the participation of more than 250 journalists, 180 media companies and nearly 500 news items, the organizers are now accepting submissions for the 3rd edition this year, with the sponsorship of **CAF-Latin American Development Bank, CNN in Spanish and Casa de América.**

#### **Important journalism awards**

The **3RD ANNUAL LATIN AMERICAN ECONOMIC JOURNALISM AWARD** is accepting news items published or broadcast between **1 July 2012 and 15 February 2013**, with particular emphasis on works related to globalization and internationalization of the economy and its impact on Latin America. The total prize money is \$13,000 and is divided into the following categories:

- **First Prize** for the best journalistic work published in **NEWSPAPERS** (general daily press, daily economic or financial newspaper) endowed with \$5,000 and a sculpture by Miguel Panadero.
- **Special Recognition (second prize)** for the next best journalistic work published in **NEWSPAPERS** (general daily press, daily economic or financial newspaper) endowed with \$1,500.
- **First Prize** for the best journalistic work published in **NON-DAILY PRESS** (magazines, trade publications, TV, Internet) endowed with \$5,000 and a sculpture by Miguel Panadero.
- **Special Recognition (second prize)** for the next best journalistic work published in **NON-DAILY PRESS** (magazines, trade publications, TV, Internet) endowed with \$1,500.
- Additionally, an award will be given for the best **DAILY REGIONAL PRINT MEDIA** and another award for the best print, **NON-DAILYPRINT, DIGITAL OR TELEVISION MEDIA.**

The CODERE Foundation will again award the **ACCESIT AWARD** for the best journalistic work on *"Innovation in the entertainment, leisure and tourism industry"*

### **Previous awards**

Previous editions of the **LATIN AMERICAN ECONOMIC JOURNALISM AWARDS** were held in Latin America. The **1st edition** was held on 16 June 2011 in **Mexico City**, at Centro Banamex. The event was attended by many notables, including Santiago Iñiguez, President of IE University and dean of IE Business School, José Ignacio Cases Méndez, vice president of the Foundation CODERE and Beatrice Rangel, CEO of CODERE Mexico.

This year's winners were: EPOCA NEGOCIOS Magazine (Brazil), The IECO supplement of the CLARIN newspaper in Argentina was named the most outstanding publication in terms of dissemination of economic culture. The Spotlight Award went to the Mexican Institute of Finance Executives (IMEF), an institution that, through its Ejecutivos de Finanzas magazine has been covering the gaming sector in Mexico,

The awards ceremony of the **2nd edition** was held in **Bogota (Colombia)** on 27 June 2012, at the JW Marriot Hotel. The participants included Juan Pablo Córdoba, President of the Colombia Stock Exchange, Luis Enrique Berrizbeitia, Vice-President of CAF-Latin American Development Bank, and Santiago Iñiguez, Dean of IE Business School and President of IE University, as well as Ricardo Avila, director the financial newspaper Portfolio and José Ignacio Cases, Executive Vice President of the CODERE Foundation. The host of the ceremony was the CNN financial journalist, Gabriela Frías.

The winners were: EL CRONISTA of Argentina; ISTOÉ DINHEIRO Magazine of Brazil and the Accessit Awards went to works published in the brazilian financial daily O GLOBO, and EL FINANCIERO of Costa Rica, in the daily and non-daily press categories, respectively. The jury also highlighted the work of two media companies for their work in promoting economic and entrepreneurial culture in Latin America: EL COMERCIO of Peru, ENTREPRENEUR magazine.

### **Prestigious international jury in the Third Edition**

The jury is made up of journalists from renowned regional and international media companies, such as: **CNN, Wall Street Journal, Financial Times, Actualidad Económica, Cinco Días, El Comercio de Perú and the financial daily Expansión**. It will also feature executives from the organizers and regional institutions such as the OAS.

The 20 finalists will be announced during the month of April. The awards ceremony will take place in June 2013.

More details on the web: <http://premioperiodismo.ie.edu/bases.php>

### **About IE Business School**

IE Business School shapes leaders that promote innovation and change in organisations, equipping directors with an entrepreneurial mindset that generates employment, wealth and social wellbeing. Recognised as one of the world's leading business schools, IE Business School has an urban campus in Madrid and a faculty of more than 400 professors who teach students from 88 countries. IE Business School was recently honoured by the Financial Times as the school with the 8th best MBA program in the world and 3rd best in Europe. Other rankings by the Wall Street Journal, Forbes, The Economist and

América Economía have consistently placed IE Business School among the top 10 business schools in the world.

#### **About CAF**

CAF - the Development Bank of Latin America, whose mission is to promote sustainable development and regional integration by funding public and private sector projects, providing technical cooperation and other specialized services. CAF was established in 1970 that currently consists of eighteen countries in Latin America, the Caribbean and Europe, as well as fourteen private banks from the Andean region and is a major source of multilateral financing and an important source of knowledge for the region. For more information visit [www.caf.com](http://www.caf.com)

#### **About Casa de América**

Casa de America is a public consortium that aims to strengthen ties between Spain and the Americas, especially Latin America. This approach is encouraged through the organization of seminars, conferences, round tables, exhibitions, talks, lectures, screenings, concerts, conferences, presentations, workshops, etc..

The Consortium, founded in 1990 by the Spanish Ministry of Foreign Affairs and Cooperation, the Regional Government of Madrid and the Madrid City Council, is headquartered at Linares Palace. The headquarters of Casa de America hosted the Ibero-American Summit in July 1992. HM King Juan Carlos I and the Heads of State and Government participating in the Summit inaugurated the institution

#### **CODERE Foundation and the CODERE Group**

Fundación CODERE is a not-for-profit organisation created to promote and sponsor the study, analysis, evaluation, regulatory framework and evolution of the gaming industry.

CODERE is a Spanish multinational group and a key player in the private gaming sector in Europe and Latin America. Overall the Group manages more than 56,833 AWP machines, 186 bingo halls, 1,300 sports betting shops and participates in the management and operation of 3 horse racetracks, operating in Argentina, Brazil, Colombia, Italy, Mexico, Panama, Spain and Uruguay, as well as over the internet in Italy where it holds the appropriate licenses.

#### **Communications Department**

[comunicacion@codere.com](mailto:comunicacion@codere.com)

Tel.: + (34) 91 354 28 26

**NOTE:** For more information visit [www.codere.com](http://www.codere.com)