



# EPICA AWARDS

A DIFFERENT ANGLE ON CREATIVITY

PRESS RELEASE – *for immediate release*

## **TIME INC.'S NORMAN PEARLSTINE NAMED PRESIDENT OF THE 2016 EPICA AWARDS JURY**

### **Highly respected Vice-Chairman of US media giant to weigh in on the year's best creative work**

Paris – September 21, 2016

Epica is delighted to announce that Norman Pearlstine, Vice-Chairman of Time Inc., will be President of the jury this year.

A highly experienced journalist, during his career Mr. Pearlstine has held posts including Managing Editor and then Executive Editor of The Wall Street Journal, Editor-in-Chief of Time Inc., Chief Content Officer of Bloomberg L.P. and Chief Content Officer of Time Inc.

Mr. Pearlstine said: "For a media brand to thrive, it needs great content, best produced by talented and exacting journalists; and supportive advertisers and sponsors. When superb content is complemented by creative advertising, magic can happen. It is my pleasure to be President of the Jury at The Epica Awards this November in Amsterdam, where journalists from around the globe who are specialists in the field celebrate creative advertising. As this year marks the 30th Anniversary of The Epica Awards my only question is, why didn't you invite me sooner?"

Epica's Editorial Director Mark Tungate commented: "It is a great honour for us to have a journalist of the calibre of Mr. Pearlstine as our jury President. He has been involved in creating terrific content for some of the world's biggest media brands, so I'm certain he can provide the objective insights we need to choose our Grand Prix winners."

Founded in 1987, Epica is the only global creative prize judged by an independent jury of journalists working for marketing and communications titles.

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