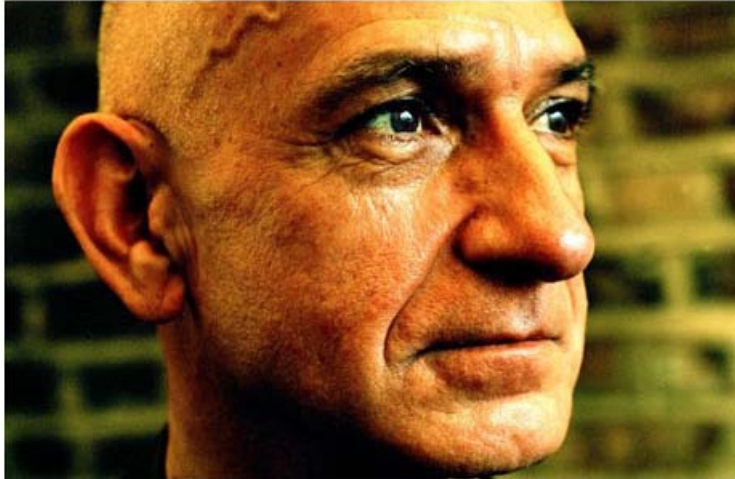


## New York Festivals Announces 2011 International Television & Film Awards(R) Call for Entries

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Press

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NEW YORK, NY--(Marketwire – 07/06/10) – New York Festivals, now in its 54th year of honoring "The World's Best Work®," announced its call for Entries for the 2011 [International Television & Film Awards](#). this year several [categories](#) have been added to showcase exceptional work in programming and technique areas overdue for recognition. for the first time in NYF's history there is a category to honor Telenovelas. These limited run prime time serialized dramas are popular in Hispanic America, Latin America, South America, and Spain, and have also gained global popularity becoming a leading international entertainment genre.

The 2010 International Television & Film Awards received entries from 35 countries. Two Grand Trophies were awarded. ESPN, USA was awarded the Grand Trophy in the History & Society category for the documentary "Muhammad & Larry," directed by Albert Maysles and Bradley Kaplan. The film captures Muhammad Ali in 1980 as he prepares to fight his sparring partner and friend, Larry Holmes, for a fourth heavyweight title. Viewers witness the behind the scenes story of this historic fight between two iconic athletes.

The Edge Picture Company, UK was awarded the Grand Trophy in the Arts & Humanities category for their film "[1001 Inventions and the Library of Secrets](#)." The film, directed by Alan Deakins, showcases the scientific heritage of the Muslim civilization and stars Oscar winning actor, Sir Ben Kingsley.

ESPN was named Broadcaster of the Year for the third year in a row and The Edge Picture Company was also honored for the third time with the title of Production Company of the Year.

New York Festivals International Television & Film Awards Television categories include: news, documentary, information and entertainment programming, music video, infomercial, promotion, spots, openings and IDs. Film & Video categories: feature length, short and documentary films, informational, educational, corporate and industrial film productions; home video and student productions. To view a complete list of categories visit [www.newyorkfestivals.com](http://www.newyorkfestivals.com).