

## 2017 Torch Awards opens for entries from young creatives

The New York Festival's 2017 Torch Awards, a competition for young creatives 18-27, has opened for entries.



The competition harnesses the power, knowledge and experience of the World's Best Advertising Jury not to only promote the mission of an important international non-profit organisation, but also to help young creatives gain skills that will help them elevate their careers.

For the 2017 Torch Awards, New York Festivals has partnered with [I'm Brave http://www.todayimbrave.com/](http://www.todayimbrave.com/), a registered non-profit that celebrates people performing brave acts every day and everywhere. This year's challenge is the [Integrated-Mixed Media Challenge](#).

Young creatives entering the Integrated-Mixed Media Challenge will develop and pitch an idea for an integrated-mixed media campaign to promote the international release of the Today, I'm Brave book in August 2017. Today, I'm Brave has been built with a wide variety of stories, videos and pictures of people's daily courage to face their fears and to create great change in their lives. Now the public will be able to read the inspiration behind the movement with specific ways to adapt brave actions in their own lives. The winning team will have the chance to further develop its idea with Today, I'm Brave and see it go live.

Five finalist teams are chosen from all the submissions received and called to New York City to pitch their campaign idea to a panel of jurors, which includes representatives from the non-profit. To help them prepare, each team is paired with a mentor selected from the New York Festivals Jury, some of the most influential leaders within the international advertising community.

The 2017 Torch Awards submission deadline is 17 February 2017. Finalist teams will be announced on 3 April. The grand winning team will be announced and awarded live at the New York Show on 18 May 2017.

For more information, go to the [Torch Awards website](#).

For more, visit: <https://www.bizcommunity.com>