



**Attention News/Assignment/Technology Editors:**

## **EMMA MasterClass Brings International New Media Experts To Toronto**

TORONTO, Sept. 24 /CNW/ - Students attending several of the Greater Toronto Area's post secondary schools will have the benefit of hearing from a selection of the world's best experts in Interactive Digital Media at this year's EMMA MasterClass. Recognized globally as the most prestigious of interactive media awards, the International Electronic Multimedia Awards (EMMAs) will be held in Toronto, Canada, from October 16th to 20th. An integral aspect of the awards, the one-day MasterClass event entitled "New Models for New Media 4.0," will consist of presentations from international experts in interactive digital media and will be open to New Media Trainers member students. The Toronto New Media Trainers Alliance is sponsoring this year's MasterClass event that will be held at the Bloor Cinema, Wednesday, October 16th from 9:00 am to 4:30 pm.

Recognizing excellence in digital media content creation, the EMMAs are respected for their independence, impartiality and sole desire to reward excellence. This year's events, featuring an international jury panel, will be hosted by the Toronto New Media Trainers Alliance at Ryerson University's Rogers Communications Centre from October 16th to October 20th. Nominees will be announced on October 21st and winners will be announced in November.

The EMMA MasterClass series was launched in 1999 specifically to provide an opportunity for the EMMA judges to share their experience and expertise with young people, particularly students, who are about to join the industry. Fawzia Pirbhai, the 2002 EMMA jury chair, states; "The MasterClass really allows the EMMA judges, many of whom are acknowledged experts in their field, to interact with the local multimedia community. Over the course of a day, one is able to learn about best practices and success stories from around the globe. And since we're webcasting the event, people involved in New Media will also be able to participate via email. It's really quite exciting."

In its 11th year, this formerly European based international awards program is being held in North America for the first time. The efforts to attract the EMMAs to Toronto have been in the works for close to two years. The successful effort was championed and led by Tom Green of Humber College's School of Media Studies, on behalf of the Toronto New Media Trainers Alliance.

The schools that comprise the Toronto New Media Trainers Alliance (NMT) have played an important role in developing, maintaining and expanding the media sector in the Greater Toronto Area. The GTA is the third-largest base of media production in North America, comprised of 1,500 media companies and

supporting 75,000 jobs. The Toronto New Media Trainers Alliance consists of GTA educators Centennial College, George Brown College, Humber College, Ryerson University, Seneca College and Sheridan College.

-30-

For further information: Brad Fortner, 350 Victoria St., Room V-222F, Toronto, ON M5B 2K3, Phone: (416) 979-5232, Fax: (416) 979-5203, Email: bfortner@ryerson.ca; The Toronto New Media Trainers Alliance: [www.nmt.org](http://www.nmt.org); The International Emma Awards: [www.emma-foundation.org](http://www.emma-foundation.org)

TORONTO NEW MEDIA TRAINERS ALLIANCE has 1 releases in this database.



## Portfolio E-mail

from Canada NewsWire

**Register NOW!**

### View News Releases

<b>TODAY</b>	English	French	Both
Yesterday's News Releases			

### Search News Releases

<b>Category</b>	<b>Date</b>	<b>Industry</b>	<b>Keyword</b>
<b>Organization</b>	<b>Stock Symbol</b>	<b>Subject</b>	

### Search Other Information

<b>Company Snapshot</b>
-------------------------



General Inquiries - [cnw@newswire.ca](mailto:cnw@newswire.ca)  
Technical Issues - [webmaster@newswire.ca](mailto:webmaster@newswire.ca)  
© 2002 Canada NewsWire Ltd. [All rights reserved.](#)

