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**Moscow**

### **Citi Journalistic Excellence Award 2013 Challenge Starts Today**

ZAO Citibank announces the start of the qualifying round of the annual independent journalism award – Citi Journalistic Excellence Award 2013 (CJEA 2013). Applications for the competition within CJEA 2013 are accepted from today.

'We are glad to report that the becoming annual tradition of identifying the best financial and business journalists who write about such socially relevant topics like small business and financial literacy is continuing. I encourage to following the example of the participants and winners of previous years and sending articles and stories of the year 2012 to the competition, especially as it is very simple to do,' informs Denis Denisov, Public Affairs Officer at ZAO Citibank.

The Citi Journalistic Excellence Award (CJEA) in Russia for Contributions to Sustainable Development in the area of financial and business journalism has been handed over since 1982. The main objectives of the award are estimating journalist's contribution in raising the awareness of the readers in the matters of Economics and Finance and development of financial journalism.

The winners from all over the world annually awarded with a training course at the faculty of journalism at Columbia Graduate School of Journalism. The winners will take part in trainings and master classes of the leading financial journalistic masters, visit key financial institutions and U.S. departments. Visits will include the New York Stock Exchange, Standard & Poor's, Bloomberg Business News and the Federal Reserve Bank and meeting the management many of them.

This year the Citi Journalistic Excellence Award 2013 again awarded in two categories: Small Business as a Key Factor in the Social-Economic Stability of Russia and Economics and Finance Benefiting People. Within the competition are accepted the publications of journalists from business, economic and financial print and electronic editions registered in the Russian Federation, which have been published in the period from January 1 to December 31, 2012 (the detailed information about the competition and the complete list of rules for participating are available on the Citibank website: <http://www.citibank.ru/russia/citigroup/rus/cjea.htm>).

The independent judging committee will include the established tradition representatives of banking associations, journalists, financial experts and representatives of the press services of the largest companies, economists and other prominent public figures.

The best article in the nomination Small Business as a Key Factor in the Social-Economic Stability of Russia is aimed at identifying the informational materials, which cover subjects of problems and successes of the Russian small business, covering the topics of legislation and state support in the sphere of small and medium businesses, the strengthening of stability in the society, as well as employment of the population.

The second nomination Economics and Finance Benefiting People allows estimating journalist's contribution in raising the awareness of the readers in the matters of Economics and Finance. As well as the importance of explaining the reader the economic and financial trends, which understanding is necessary in daily life to control their own financial savings and to plan personal budget.

Competitive selection contains two stages: the judging committee evaluates the submitted and accepted publications and representatives from the Columbia Graduate School of Journalism choice two first-place winners from the six finalists.

The laureates of the CJEA 2012 became Olga Mironovich, editor of the Pskov Information Agency, and Dina Dadasheva, correspondent of the magazine Real Business from Rostov-on-Don.

'The program was so intense that I can't even choose the most significant events. These are the visits to the New York Stock Exchange, the Federal Reserve Bank of New York, communication with its President and Director William Dudley. All the meetings with the professors of the faculties of journalism at Columbia and Yale universities have left an indelible impression, and the most important for me was an amount of materials that I explore so far and even use

in daily work. The American view of the European financial crisis, the future of the International monetary Fund, the issues of migration and the financial problems of the different countries, the fundamentals of financial analysis, as well as the history and prospects of development of the African media - here is an incomplete list of the most useful topics that were mentioned during our seminar. And more - the incomparable experience with colleagues from different countries of the world,' says Dina Dadasheva, correspondent of the magazine Real Business from Rostov-on-Don and winner of the CJEA 2012.

Applications are accepted until **February 22, 2013**.

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**The Citi Journalistic Excellence Award (CJEA)** for journalist is held annually in Europe, Asia, Africa and North and Latin America. In Russia the competition successfully takes place already for the third time. Thanks to the award hundreds of journalists from around the world were able to take part at courses of Columbia University, the aim of which is to develop the creative potential of the media, the awareness of readers in economics and finance sphere, the promotion of journalism socially important issues in society.

**ZAO KB Citibank** was one of the first banks with foreign capital to enter the Russian market back in 1992. Today, Citibank is one of the country's largest banks, which offers corporate and private clients a wide range of products and services. To date, the bank has over 4,000 employees, and its retail network includes over 550 ATMs, branches and representative offices in major cities of Russia, Kazakhstan and Ukraine. For more information on Citibank Russia please visit [www.citibank.ru](http://www.citibank.ru).

**Citi**, the leading global financial services company, has some 200 million customer accounts and does business in more than 160 countries, providing consumers, corporations, governments and institutions with a broad range of financial products and services, including consumer banking and credit, corporate and investment banking, securities brokerage, and wealth management.