**ALTA launches Journalism award**

As of April 27th, registration for the ALTA Award – Journalism at Height will be open. The contest, which is in its first edition, aims to promote, encourage and honor journalistic works that deal with the sector and its impact on the economic and social development of Latin America and the Caribbean.

For the CEO and executive director of ALTA, José Ricardo Botelho, the idea is to contribute to society, as well as leaders of the public and private sectors, having a more complete vision of the advances of the industry and the importance of this activity for the economy, politics and culture of countries.

The award has two categories - Competitiveness and ESG -, and entries can be made between 04/27/2023 and 09/01/2023. The award is open to professionals from Latin America and the Caribbean who work in print and digital media (newspaper, website, blog, magazine or news portal).

In addition to a cash prize worth US$2,000, winners in each category will also receive an all-expenses paid trip to attend the awards ceremony. The event will take place in Cancun, on October 23, during the main conference of aviation leaders in Latin America and the Caribbean – the ALTA AGM & Airline Leaders Forum, where more than 400 decision makers in the sector will be present, including , 50 airline CEOs.

To participate, journalists must submit an article published in a communication vehicle (newspaper, website, blog, magazine or news portal) in the period from 09/17/2022 to 09/01/2023, on one of the themes of the categories. Entries must be made exclusively by email (premio@alta.aero), between April 27 and September 1, 2023.

In the ESG category, ALTA will recognize the best reports on topics related to sustainability, society and governance. In the Competitiveness category, awards will be given to news dealing with the progress of our countries in the regulatory aspect to facilitate the development of civil aviation in Latin America and the Caribbean.

The works will be evaluated by the contest's judging committee, which will assign grades according to four criteria: Adequacy to the theme; Technical quality; Originality; and Clarifying and innovative approach on the subject.

Don't miss the opportunity to participate in the 1st ALTA Award – Journalism at Height, and compete for this exclusive award for the aviation industry in the region. Register now: XXXX Link site XXXXX