



## SHANE JACOBSON TO HOST THE 2010 SAMSUNG MOBILE AFI AWARDS

In a major coup, the **Australian Film Institute** has confirmed **Shane Jacobson**, one of Australia's best-loved performers, to host both spectacular nights of the **2010 Samsung Mobile AFI Awards** in Melbourne on **Friday 10<sup>th</sup>** and **Saturday 11<sup>th</sup> December**.

Bringing the pizzazz, shebang and showbiz to the film and television industry's most glamorous night of nights, Jacobson has the credentials to step into the Host spotlight with ease. His comedic timing, distinctive wit and stage credentials make him the perfect fit to lead the celebrations of the year that was on the small and big screen.

Both nights will be produced by Dainty Consolidated Entertainment, for the sixth consecutive year, and held at Melbourne's magnificent **Regent Theatre**, with festivities commencing on Friday 10<sup>th</sup> December with the **2010 Samsung Mobile AFI Industry Awards presented by Digital Pictures**.

Saturday 11<sup>th</sup> December will see the red carpet rolled out for the **2010 Samsung Mobile AFI Awards Ceremony**, with the glittering spectacle broadcast on the **Nine Network** at **9.30pm** that same night.

Shane Jacobson is thrilled about his major role in the event and says, "I am overjoyed and honoured by the opportunity to host this year's AFI Awards. Considering some of the people who have previously filled these shoes were Russell Crowe, Geoffrey Rush and Hugh Jackman. I am flattered to even be mentioned in that company, let alone the chance to host this event whose audience will be filled with my friends, my peers and people who I flat out admire. I can't wait. But I guess I'll have to!"

Jacobson first came to the nation's attention with his break-out smash hit *Kenny*, co-written with his brother director Clayton Jacobson, and for which he won an AFI Award for Best Actor in 2006. Since then he has continued to entertain audiences with his roles in the feature films *Charlie and Boots* with Paul Hogan, *Cactus* with Bryan Brown and *Newcastle* with Barry Otto, as well as digital comedy series *Mordy Koots*. His next appearance will be in the upcoming feature *Surviving Georgia* with Pia Miranda, Holly Valance, Caroline O'Connor and Spencer McLaren. An accomplished stage actor, singer and comedian, Shane won a Helpmann Award for his role in the musical *Guys 'N' Dolls* in 2009. Most recently Shane appeared in the MTC's sell-out season of *The Drowsy Chaperone* co-starring Geoffrey Rush, Robyn Nevin and Rhonda Burchmore. Shane is also the co-presenter of popular motor show *Top Gear Australia*, currently screening on the Nine Network.

Victorian Minister for Innovation Gavin Jennings said, "The Victorian Government is extremely proud that Melbourne has been the home of the AFI Awards for the past 10 years, and the magnificent Regent Theatre is a fitting venue for this exceptional event. It's been yet another remarkable year for the Victorian and Australian screen industry and everybody can look forward to celebrating their successes at this year's awards."

The nominees for non-feature film, feature film and television AFI Awards will be revealed at the **2010 Samsung Mobile AFI Awards Nominations Announcement** at Sydney Theatre, Walsh Bay on October 27.

Again in 2010, to celebrate the strength and diversity of Australian film this year, the AFI will announce **six nominees** instead of the traditional four for the **2010 Samsung Mobile AFI Award for Best Film**, as well as the **AFI Members' Choice Award**.

**FOR ALL MEDIA ENQUIRIES AND REQUESTS: LANTERN GROUP 02 9383 4034**

**Susan Hoerlein** [susan@lanterngroup.com.au](mailto:susan@lanterngroup.com.au) 02 9383 4029/0422 553 343

**Niki White** [niki@lanterngroup.com.au](mailto:niki@lanterngroup.com.au) 02 9383 4038/0403 176 988

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