

Germán Silva, CEO of PINK, will chair the jury of El Chupete 2022

- **El Chupete has announced this morning Germán Silva as the new president of the Jury, who joins the list of presidents such as Luis Bassat or Luis Casadevall among others.**

Madrid, 25th of may of 2022. The International Festival of Children's Communication, which this year celebrates its coming of age, **has announced this morning Germán Silva, CEO of PINK as President of the Jury for this 18th edition.**

Silva, who has been recognised several times as one of the best Spanish creative directors both nationally and internationally, joins the select list of advertising, communication and business professionals who have chaired the Festival's jury, such as Luis Bassat and Luis Casadevall, among others.

Likewise, Germán Silva has won more than 500 awards at the main festivals around the world, including Cannes Lions, One Show, D&AD, Clio, LIAA/London, ADC New York, El SOL, c de c, FIAP, EL OJO and also the Eficacia, where he has also won two major awards. In addition, he has been a jury member in almost all of them.

"It is an honour for us to have a professional of Germán Silva's stature as president of the Festival for this eighteenth edition," says Christian Haltermann, co-director of El Chupete.

With the President, the rest of the members of the Jury and the dates of the 18th edition of the Festival will be decided and communicated. This year, the Festival hopes to resume the professional colloquiums of its beginnings and to recover one hundred percent of attendance.

About El Chupete

El Chupete is an independent institution promoted by professionals from the world of communication and education whose main objective is to promote responsible child communication and encourage creativity in children.

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