

## **Press Release**

**October 19, 2004**

### **Winner of Telia competition to get dream position as trainee for Swedish Eurovision Song Contest**

**As of October 25 this year, anyone between the age of 20 and 25 can sign up for Telia's new SMS competition. First prize will be a trainee position during the 2005 Swedish Eurovision Contest ("Melodifestivalen"). The SMS competition will run six weeks and start on November 1.**

The winner will be given a trainee position that will last during the entire Swedish Eurovision Contest from February 9 to March 13, 2005. The position as trainee, which includes a salary, will provide insight into television production, event planning and, not least, the way the entire song contest is staged and implemented.

"Working with the media is a dream job for many people, which is why we want to provide this opportunity," says Lars Göran Wallmark, project manager for the Consumer Segment at TeliaSonera Sweden. "The winner will experience five very exciting and educational weeks during one of the biggest and most popular media events in Sweden."

A relevant education (ongoing or completed), plus experience from project-related work, are good qualifications for the trainee position. The job will involve everything from guiding artists around the contest arenas to working in the press centre. The winner of the trainee position will also produce his/her own video journal, which will be published on Telia's portals.

The contest is divided into two stages and the first will run six weeks. During these six weeks, the contestants will answer three SMS questions a week. The questions will be related to the Swedish Eurovision Song Contest, among other subjects. Those who answer the questions the best will be interviewed by a selection committee and the winner will be offered the coveted trainee position.

Those who want to participate in the contest can sign up at [www.telia.se/praktik](http://www.telia.se/praktik) starting October 25. The first contest questions will be sent by SMS on Monday, November 1. Contestants can also follow every step of the selection process on Telia's website. By logging onto their own page, they can see how they rank in the competition and how well they have answered the SMS questions.

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