



FOR IMMEDIATE RELEASE

ENTRY DEADLINE FOR NAMIC EXCELLENCE IN MULTICULTURAL MARKETING AWARDS SET FOR JULY 31ST

Digital Entries Now Accepted Online Via NAMIC.com

NEW YORK, NY – June 3, 2009 -- The National Association for Multi-ethnicity in Communications (NAMIC) has launched the submissions period for this year's **NAMIC Excellence in Multicultural Marketing Awards**. NAMIC members in good standing are welcomed to submit digital entries via www.namic.com. The submissions deadline for all completed entries is Friday, July 31, 2009 at 11:59 p.m. EDT. Winners will be acknowledged during the **23rd Annual NAMIC Conference** scheduled for October 26-28, 2009 at the Grand Hyatt in Denver, Colorado as part of Cable Connection-Fall.

Recognizing the cable industry's campaigns that demonstrate best practices in multicultural and ethnic targeted marketing, the competition is comprised of two award categories: Case Studies/Campaigns and Marketing Tactics. Entries submitted in each category are judged within two divisions: Companies/Distributors and Networks/Industry Suppliers. Marketing efforts targeting one or more cultural segments including, but not limited to African American, Asian and Hispanic markets that were facilitated between June 1, 2008 and May 31, 2009 are eligible.

"Reaching ethnic consumers with focused multicultural marketing strategies has become critical to the bottom line," said Daphne Leroy, vice president of Marketing & Communications, NAMIC. "We are excited to continue the tradition of recognizing those entities that are demonstrating exceptional efforts to connect their brands with an increasingly diverse audience."

The NAMIC Multicultural Marketing Committee, a consortium of the industry's leading multicultural marketing experts, produces the awards competition. A panel of independent industry experts chosen by NAMIC will evaluate all entries. Sound and innovative strategy, strength of creative execution against the strategy, evaluations of strategy, implementation and results are among the areas that will be evaluated. Deviating from the traditional "best of" competition method, each entry will be judged against a standard of excellence and not against other entrants, resulting in the potential for zero to multiple winners in each category.

For complete eligibility information, detailed judging criteria, a list of past EMMA winners or to submit digital entries log onto <http://www.namic.com>. Information on the 23rd Annual NAMIC Conference or inquiries pertaining to sponsorship should be directed to Sandra Girado, manager of Meetings and Events also at the NAMIC national headquarters, 212-594-5985. Online registration for the 23rd Annual NAMIC Conference can be accessed by visiting www.namic.com.

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About NAMIC

NAMIC (National Association for Multi-ethnicity in Communications) is the premier organization focusing on multi-ethnic diversity in the communications industry. Founded in 1980 as a non-profit trade association, today NAMIC comprises 2,000 professionals belonging to a network of 18 chapters nationwide. Through initiatives that focus on education, advocacy and empowerment, NAMIC champions equity and inclusion in the workforce, with special attention given to ensuring that the leadership cadres of our nation's communications industry giants reflect the multi-ethnic richness of the populations they serve. For more information, please visit www.namic.com.

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