



FOR IMMEDIATE RELEASE

NAMIC ANNOUNCES ESPN AND COOKING CHANNEL PROGRAMS AS WINNERS OF THE FIRST-EVER MEMBERS' CHOICE AWARD

NAMIC Members Select ESPN's 2010 FIFA World Cup - Day One Open And Cooking Channel's Chinese Food Made Easy As Favorite 2011 NAMIC Vision Award Winners

NEW YORK, NY – June 9, 2011 -- NAMIC (National Association for Multi-ethnicity in Communications), today announced **ESPN** and **Cooking Channel** as winners of the association's first-ever **Members' Choice Award**. For the first-time in the 17-year history of the **NAMIC Vision Awards**, NAMIC members were given the opportunity to cast their votes and select their favorite program from the field of this year's winning entries. Online viewing of the winning Vision Award entries and voting for the Members' Choice Award was conducted via the 2011 NAMIC Vision Awards Gallery, <http://namicvisionawards.com>. Conducted for a two week period concluding May 20, 2011, online voting resulted in ESPN and Cooking Channel programs tying for "favorite" among NAMIC members.

Programs recognized as Members' Choice winners include Cooking Channel's "Chinese Food Made Easy" and ESPN's "2010 FIFA World Cup - Day One Open." "Chinese Food Made Easy" was the 2011 NAMIC Vision Awards winner in the Lifestyle Category. ESPN's "2010 FIFA World Cup - Day One Open" took top honors in the Animation Category.

Hosted by food entrepreneur, Ching-He Huang, "Chinese Food Made Easy," centers on fresh and quick-to-make recipes central to Ching's Chinese heritage. The show breaks down the myth that Chinese food is complicated and shares recipes that any home cook can make.

Celebrating the global significance of the tournament, the opening of the "2010 FIFA World Cup" was produced to welcome the world to South Africa. Marveling at the beauty of the country and the richness of its culture, the program paid tribute to the athletes who came to South Africa to experience the unifying power of peaceful competition.

Presented by NAMIC – Southern California, the NAMIC Vision Awards honor original, multi-platform programming that depicts the lives, spirit and contributions of people of color and best reflects the diversity of the global viewing audience. Comprising 16 award categories, the NAMIC Vision Awards competition extends eligibility to national broadcast and cable networks; local affiliates; local origination programs from cable operators; and VOD content produced for digital platforms. Entries were judged by a distinguished panel of entertainment industry executives. Judging is focused on overall imagery (creative merit, originality, and presentation quality), sensitivity (the consideration given to cultural nuances), writing (the depiction of issues relevant to people of color) and the quality of acting in the performance categories.

(more)

Visit the 2011 NAMIC Vision Awards Gallery at <http://namicvisionawards.com> to access the complete list of this year's winners and view :60 second clips of the Members' Choice Award recipients and other winners of the 2011 NAMIC Vision Awards. The deadline for visiting the 2011 NAMIC Vision Awards Gallery and viewing the winning entries is June 30, 2011.

###

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 over 2,200 professionals belonging to a network of 16 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 and stay connected to NAMIC on Facebook, LinkedIn, Twitter and DiversityLive: The Business > Social NAMIC Network.

MEDIA CONTACTS:

Daphne Leroy
Vice President of Marketing & Communications, NAMIC
212-594-5985 (office)
daphne.leroy@namic.com

Charmaine Chapman
BTB Communications
310-882-5498 (office)
char@btbcommunications.com