

From: MMRNews (Multicultural Marketing News) [mailto:MMRNews@multicultural.com]
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Subject: ANA Introduces New Radio Category for Annual Multicultural Excellence Awards

ANA Introduces New RADIO Category for ANNUAL Multicultural Excellence Awards

Call for Entries Issued for Client-Side Marketers



New York, NY, May 12, 2009 – The Association of National Advertisers (ANA) is now accepting entries for its annual Multicultural Excellence Awards. The Awards recognize ANA member companies and marketers for their work in producing superior multicultural advertising campaigns that ran between May 2008 and April 2009. This year’s awards will feature a new category highlighting exceptional work in radio advertising. Winners will be announced at the ANA’s 11th Annual Multicultural Marketing and Diversity Conference, October 4-6 in Phoenix, AZ.

“It has become increasingly important to harness the power of multicultural markets,” said Gilbert Dávila, vice president, multicultural marketing for The Walt Disney Company and chairperson of the ANA’s Multicultural Marketing Committee. “The awards raise awareness of the extraordinary work being done to reach a diverse group of consumers. We look forward to seeing this year’s entries.”

This year, the ANA will review submissions to reflect excellence in key multicultural and media categories and overall business performance:

Multicultural:

- African American
- Hispanic
- Asian
- General Market

Media:

- Digital Media
- Radio

Significant Business Results

Companies and agencies are encouraged to submit multiple entries within a category or across multiple categories. For additional rules, fees and submission guidelines, interested parties can go to www.ana.net/awards. The deadline for submissions is July

13, 2009, and the ANA will offer an early-bird special of \$100 off all entries received on or before June 29, 2009.

A portion of the proceeds collected from the awards submission fees are used to fund scholarships for high-potential multicultural students planning to pursue careers in advertising and marketing.

For more press-related information about the Multicultural Excellence Awards, please contact Lesley Neadel at 917-595-3034. For specific questions about the Multicultural Excellence Awards, entrants should contact Shepard Kramer at 212-455-8055.

Additional information about the ANA Multicultural Marketing and Diversity Conference is available at <http://www.ana.net/events/conferencemtg/MCC-OCT09>.

About the ANA

The Association of National Advertisers leads the marketing community by providing its members with insights, collaboration, and advocacy. ANA's membership includes 400 companies with 9,000 brands that collectively spend over \$250 billion in marketing communications and advertising. The ANA strives to communicate marketing best practices, lead industry initiatives, influence industry practices, manage industry affairs, and advance, promote, and protect all advertisers and marketers. For more information, visit www.ana.net

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