

**From:** MMRNews (Multicultural Marketing News) [mailto:MMRNews@multicultural.com]  
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**Subject:** ADCOLOR INDUSTRY COALITION ANNOUNCES 2009 ADCOLOR AWARDS HONOREES

**ADCOLOR® INDUSTRY COALITION ANNOUNCES 2009  
ADCOLOR® AWARDS HONOREES**



*Ad, media and marketing professionals to be celebrated at awards show  
hosted by CNN's Soledad O'Brien on October 4*

**(NEW YORK) August 19, 2009** - The ADCOLOR® Industry Coalition today announces the recipients of the **2009 ADCOLOR® Awards**, a program that honors outstanding diverse professionals at the junior, mid and senior-levels within the advertising, marketing and media industries. Hispanic media mogul **Cristina Saralegui** will be given the All-Star Award, while CNN anchor and special correspondent, **Soledad O'Brien** will host the ADCOLOR® Awards show on **Sunday, October 4** at the Arizona Biltmore Resort & Spa in Phoenix. The show will kick-off the 11th Annual Association of National Advertisers' Multicultural Marketing & Diversity Conference.

The final 20 honorees are from notable companies such as Procter & Gamble, the Walt Disney Company, Publicis, Saatchi & Saatchi, BBDO, Digitas, TBWA/Chiat Day and many others. The following individuals were selected from close to 100 nominations based on their ability to deliver strong outcomes, their contribution to their company, industry and/or community, their reputation as "best in class" by serving as role models for others and their strong professional character and leadership. The seven specific categories of recognition are - Rising Star, Change Agent, Innovator, Legend, All-Star and MVP (Most Valuable Partnership). Additionally, this year, ADCOLOR® has partnered with advertising non-profit, The One Club, to present the new "One Club|ADCOLOR® Creative Award".

The 2009 ADCOLOR® Awards Honorees are as follows:

**2009 ADCOLOR® All-Star Award presented by Arnold**

- Cristina Saralegui, The Cristina Show, Univision

**2009 ADCOLOR® MVP (Most Valuable Partnership) Award presented by CNN**

- MS & L Worldwide
- Egami Consulting Group

**The One Club|ADCOLOR® Creative Award presented by The One Club**

- Jimmy Smith, Group Creative Director, TBWA\Chiat Day LA

***Honorable Mention: Feh Tarty, Creative Director, Wieden + Kennedy - London***  
**2009 ADCOLOR® Legend Awards presented by Omnicom Group**

- Ernest Bromley, Chief Executive Officer, Bromley Communications LLC
- Gilbert Davila, Vice President, Global Diversity and Multicultural Market Development, The Walt Disney Company
- Monica Gadsby, CEO, SMG Multicultural
- Sheldon Levy, EVP, Deputy Director of Production, Saatchi & Saatchi

**2009 ADCOLOR® Change Agent Awards presented by The Home Depot**

- Karla Gray-Mayers, Vice President, Director of Supplier Diversity, BBDO New York
- The Procter & Gamble Company & Edgar Sandoval, General Manager, North America Marketing & Multicultural, The Procter & Gamble Company
- Michele Thornton, Director, Multi-Cultural Sales, CNN (Turner Broadcasting)
- Antoinette Zel, President, La Comunidad

***Honorable Mention: Toni Thompson, Multicultural Program Developer & Recruiter, McCann Erickson***

**2009 ADCOLOR® Innovator Awards presented by Microsoft Advertising**

- Eduardo Dehesa-Conde, SVP, Group Creative Director, Draftfcb Chicago
- Grace Hon, SVP, Group Managing Director, Worldgroup Retail, Inc. (a division of McCann Worldgroup)
- Maria Lopez-Knowles, SVP, Group Account Director, MRM Worldwide

***Honorable Mention: Kevin Walker & Philip Moore, CultureLab***

**2009 ADCOLOR® Rising Star Awards presented by Google**

- LaTanya Beauregard, Art Director, Yellow Shoes Creative Group - The Walt Disney Company
- Joydeep Dey, Manager, Strategy & Analysis, Digitas
- Christian Jackson, Copywriter, Arnold
- Phil Jackson, Strategist, Publicis

***Honorable Mention: Jose Fernandez, Media Supervisor, Deutsch***

"This year's class of honorees not only represent remarkable and unique examples of leadership but the power of reaching back as one rises up," said Tiffany R. Warren, Chief Diversity Officer, Omnicom Group and founder of ADCOLOR®. "We are extremely thrilled about being able to acknowledge them and continue to build momentum in the movement to shine a light on success for others to follow."

Many consumer and industry forces have banded together to bring The 2009 ADCOLOR Awards to life.

They are:

### **2009 ADCOLOR® Awards Presenters**

Arnold, CNN, Google, Microsoft Advertising, The Home Depot, Omnicom Group, One Club

### **Exclusive Trade Media Sponsor**

Advertising Age

### **2009 ADCOLOR® Awards Friends**

Casa Cristina, the 4A's, the Association of National Advertisers (ANA), the American Advertising Federation (AAF), The ADVERTISING Club of New York, BET Networks, McCann NY, Hispanicad.com, JWT

### **2009 ADCOLOR® Awards Ghetto Film School Sponsors**

Creative Artists Agency (CAA), Deutsch, RAPP

### **2009 ADCOLOR® Awards In-Kind Sponsors**

Akande Music + Publishing LLC, Alphabet Arm Design, Creative Printing Services, FreeDMC, Hassan Kinley Photography, The Ernest Montgomery Group, Integrated Merchandising Systems (IMS), McCann NY, NBA, Pepsi, P.O.P Media, 135th Street Agency, SBS Studios LLC, Sonicbids.com, Tribal DDB and The Uniworld Group

### **2009 ADCOLOR® Preferred Vendors**

Akande Music + Publishing LLC, Alphabet Arm Design, Creative Printing Services, DAV Productions, FreeDMC, Hassan Kinley Photography, The Ernest Montgomery Group, POP Media, Integrated Merchandising Systems (IMS), Onederland Events LLC, P.O.P Media, 135th Street Agency, Picture Park Productions, SBS Studios LLC  
If you are interested in attending or sponsoring The 2009 ADCOLOR® Awards at The Arizona Biltmore Resort & Spa in Phoenix, AZ go to <http://adcolor.org/awards/plan.html> or <http://adcolor.org/awards/sponsor.html>

Visit [facebook.com](http://facebook.com) to join the "One Million Strong for ADCOLOR®!" community as well as [LinkedIn.com](http://LinkedIn.com).

### **About ADCOLOR®**

ADCOLOR® was established in 2005 to promote increased diversity in the advertising,

marketing and media industries, as well as to inspire current and future communications professionals of color by celebrating the accomplishments of diverse role models and industry leaders. Go to [www.adcolor.org](http://www.adcolor.org) for more information.

**About The ADCOLOR® Industry Coalition**

The ADCOLOR® Industry Coalition is a historic collaboration between the Association of National Advertisers (ANA), The ADVERTISING Club of New York (AD CLUB NY), the American Advertising Federation (AAF), the American Association of Advertising Agencies (AAAA), Arnold Worldwide and Omnicom Group. These organizations and other companies are committed to the success of the ADCOLOR® Industry Initiative.

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