

From: MMRNews (Multicultural Marketing News) [mailto:MMRNews@multicultural.com]
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Subject: ANA Extends Deadline for Annual Multicultural Excellence Awards

ANA Extends Deadline for Annual Multicultural Excellence Awards



New York, NY, July 9, 2009 - The Association of National Advertisers (ANA) has announced an extension to the submission deadline for its Multicultural Excellence Awards. Entries will now be accepted through July 24, and winners will be announced at the ANA's 11th annual Multicultural Marketing and Diversity Conference taking place October 4-6 in Phoenix, Arizona.

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, the ANA will review submissions to reflect excellence in key multicultural and media categories as well as overall business performance. Honorable mentions/finalists and a grand prize winner will be named for each. Categories include:

Multicultural:

- African American
- Asian
- General Market
- Hispanic

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.

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 specific questions about the Multicultural Excellence Awards, entrants should contact Shepard Kramer at 212-455-8055. Additional information about the ANA Multicultural

Marketing 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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