

From: MMRNews (Multicultural Marketing News) [mailto:MMRNews@multicultural.com]
Sent: Tuesday, April 28, 2009 10:33 AM
Subject: The ADCOLOR Industry Coalition Announces 3rd Annual ADCOLOR Awards Hosted by CNN's Soledad O'Brien



THE ADCOLOR® INDUSTRY COALITION ANNOUNCES
3RD ANNUAL ADCOLOR® AWARDS HOSTED BY CNN'S SOLEDAD
O'BRIEN

Annual celebration of diversity to take place in Phoenix

(NEW YORK) April 28, 2009 - The **ADCOLOR® Awards** - the marketing, advertising and media industries' premier celebration of diverse talent - will return for its third year on **Sunday, October 4** at the Arizona Biltmore Resort & Spa in Phoenix. Hosted by award-winning CNN reporter **Soledad O'Brien**, the ADCOLOR® Awards will honor dozens of communications professionals and their unique accomplishments. This year's awards will be presented by **Arnold Worldwide, CNN, Google, Microsoft Advertising, and Omnicom Group**.

The ADCOLOR® Awards is an initiative launched by the **ADCOLOR® Industry Coalition** - a collective formed in 2005 that includes the **Ad Club of New York, Association of National Advertisers (ANA), American Association of Advertising Agencies (AAAA), American Advertising Federation (AAF), Arnold and Omnicom Group**.

"Even during these challenging times, the excitement that surrounds ADCOLOR® has not ceased," said Tiffany R. Warren, Founder of The ADCOLOR® Awards and Chief Diversity Officer for Omnicom Group Inc. "I encourage those who can to notice, nominate and join us in Phoenix to celebrate the extraordinary professionals who are so deserving of this tremendous recognition."

This awards show - which kicks off the Association of National Advertisers' Multicultural Marketing and Diversity Conference --- so far has honored 35 individuals and 2 companies in six specific categories - Rising Star, Change Agent, Innovator, Legend, All-Star and MVP (Most Valuable Partnership). The event has drawn close to 1000 attendees and has enjoyed broad financial support from the marketing, advertising and media communities.

Past "All-Star Honorees" include **Russell Simmons** of RUSH World Synergies and **Earvin "Magic" Johnson, Jr.** of Magic Johnson Enterprises.

"The ANA is delighted to host the Third Annual ADCOLOR® Awards at our 2009 Multicultural Marketing and Diversity Conference," said Bob Liodice, President & CEO, Association of National Advertisers. "Our members enormously value the contributions that ethnically diverse professionals make to all types of marketing campaigns, and we are looking forward to honoring superbly talented individuals and industry-leading companies at this fall's event."

"It's been amazing to watch the momentum of ADCOLOR® build over the last three years," said Lisa Unsworth, Chair of the ADCOLOR® Industry Coalition and Chief Marketing Officer at Arnold Worldwide. "From nominees to event attendance to sponsors to pro-bono hands - the interest level and support of ADCOLOR® has been fantastic. As our circle of friends widens, the dialogue around diversity grows - a great thing for the issue and for our industry."

The ADCOLOR® Awards has garnered a significant grassroots following with an "ad hoc" volunteer Steering Committee made up of over 50 people from companies such as **The New York Times, ThomsonReuters, JWT, NBA, GTM, Inc., McCann NY, Hispanicad.com, Deutsch, Zoom Media & Marketing, Saatchi & Saatchi, Disney ESPN, Publicis USA, Akande Music & Publishing, Alphabet Arm Design** and many more. **Advertising Age** supports the effort as our exclusive trade media partner by delivering 22,000 hard copies of the commemorative program journal to its readers on Monday, October 5 as well as an e-journal sent to 180,000 on-line subscribers.

For nomination, sponsorship and ticket information on the 2009 ADCOLOR Awards, visit www.adcolor.org or contact Michelle Newson at michelle@adcolor.org. Deadline for nominations is July, 17, 2009.

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 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.

Contact:

Saptosa Foster
(404) 909-6493

Saptosa@135stagency.com

Shante Bacon
(917) 553-0005
shante@135stagency.com