

Talk Show Host Loni Love Named Host of 2014 PromaxBDA*Local* Awards Ceremony In Las Vegas

Fourth Annual Award show celebrates excellence, creativity and innovation in local television promotion, marketing and design

LOS ANGELES, April 2, 2014 -- PromaxBDA, the leading global association for marketing, promotion and design professionals in the entertainment industry, announced today talk show host, actress and comedienne, Loni Love, will host the PromaxBDA*Local* Awards luncheon on June 26 at the organization's fourth annual Station Summit event in Las Vegas at the Mirage Hotel, June 24-27.

As a longtime comic and host of *The Real*, the one-hour, daily talk show debuting on September 15th in national daytime syndication on Fox Television Stations, Love will help bring candor and levity to the event making for an entertaining and dynamic experience for attendees. Love's experience spans a number of television shows including *Ellen*, *Chelsea Lately*, *Entertainment Tonight* and more.

"I'm honored to be hosting this year's PromaxBDA*Local* Awards and representing *The Real* and Warner Bros.," said Love. "This is such an exciting opportunity to meet the local broadcast affiliates who keep it real in their communities, bringing viewers the content and conversations they care about. Plus I love Vegas!"

The PromaxBDA Station Summit is the largest annual event for local broadcasters and will feature creative and strategic meetings between broadcast affiliates, studios and station groups, as well as PromaxBDA speakers, sessions and awards. The PromaxBDA*Local* Awards themselves are the only place where excellence in promotion, marketing and design in local markets is recognized.

"We couldn't be happier to have Loni hosting this year's PromaxBDA*Local* Awards at Station Summit," said Stacy La Cotera, PromaxBDA Vice President of Awards & Global Competition. "She is a brilliant talent and a fantastic advocate for the local broadcast television community. We've seen significant collaboration and growth for the industry at our Station Summit events in the past and we're looking forward to honoring all the great work from the past year."

The deadline for the 2014 PromaxBDA*Local* Award submissions is April 10. Love will announce the winners on behalf of PromaxBDA on June 26 at the ceremony. To find out more about submissions or past awards, visit: <http://promAXBDA.org/awards/current-awards/2014-promAXBDA-local-awards>

For more information, or to attend, please visit promAXBDA.org/local and for Station Summit updates, speaker information and promotions, follow PromaxBDA on Twitter at @PromaxBDA and on Facebook at facebook.com/PromaxBDA.

About PromaxBDA

PromaxBDA (promAXBDA.org) leads the global community of those passionately engaged in the marketing of television and video content on all platforms, inspiring creativity, driving innovation and honoring excellence. The association represents more than 10,000 companies and individuals at every major media organization, marketing agency, research company, strategic and creative vendor and technology provider and is considered to be the leading global resource for education, community, creative inspiration and career development in the media and media marketing sectors.