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PROMAXBDA TO HONOR LEGENDARY *STAR WARS* ACTOR AND *BATMAN'S* "JOKER" MARK HAMILL FOR HIS NOTABLE VOICE OVER CAREER WITH THE DON LAFONTAINE LEGACY AWARD

LOS ANGELES – May 22, 2013 - **PromaxBDA**, the leading global association for marketing, promotion and design professionals in the entertainment industry, will honor the voice actor Mark Hamill, who's voice for more than two decades is best known to the public as the voice of the Joker for the animated *Batman* series among others with the Don LaFontaine Legacy Award during the **2013 Conference** (June 18-20) in Los Angeles. Hamill will accept the honor on June 20, at the PromaxBDA Promotion, Marketing and Design Awards Ceremony hosted by comedian Jay Mohr.

"Mark Hamill is one of the most iconic names in Hollywood. Breaking on to the film scene as Luke Skywalker and going on to produce, direct and write, he has successfully established himself as one of the leading voice actors through numerous and memorable roles, most notably as the Joker in the many incarnations of the Batman franchise," said Jonathan Block-Verk, president and CEO of PromaxBDA International. "With the longevity of his career, his undeniable talent and his passion for his work and the community, we are proud to honor Mark Hamill on this fifth anniversary of the Don LaFontaine Legacy Award."

The Don LaFontaine Legacy Award was introduced for the first time as a part of the 2009 PromaxBDA Promotion & Marketing Awards. This special award has been created to recognize voice talent and its integral role in marketing and promotion within the entertainment industry. Given to a voice of impact and someone who has contributed with their body of work to the effectiveness of the business, this award is offered in honor of Don LaFontaine's name, memory and defining legacy.

Mark Hamill became an international pop-culture icon as Luke Skywalker in George Lucas' original *Star Wars* trilogy. His diverse career as a performer has encompassed television, movies, and Broadway; more recently, he has branched out creatively as a writer, producer and director.

He made his Broadway debut in the title role of *The Elephant Man*. He then played Mozart in the first National Tour of *Amadeus*, directed by Sir Peter Hall, later joining the Broadway production. He originated roles in the Broadway

productions of *Six Dance Lessons in Six Weeks*, *The Nerd*, and Tony Hart in *Harrigan 'N Hart*, for which he received a Drama Desk Nomination for Outstanding Actor in a Musical. He also appeared as sleazy producer Gordon Miller in Alan Arkin's Off-Broadway revival of *Room Service*, a performance that was cited by Frank Rich in the *New York Times* as one of the "10 Highlights of the Season."

Hamill's film credits include *Star Wars*, Samuel Fuller's *The Big Red One*, *The Empire Strikes Back*, Lindsay Anderson's *Brittania Hospital*, *Hamilton*, *Return of the Jedi*, *Slipstream*, *Village of the Damned*, *Walking Across Egypt*, *Wing Commander*, *Jay and Silent Bob Strike Back*, and *Comic Book: The Movie* (which he directed, co-wrote, and produced) and *Sushi Girl*. This Miramax Production was nominated for five DVD Exclusive Awards including Best Actor and Best Director for Hamill, and won three: Best Supporting Actor(s) for Jonathan Winters and Sid Caesar, as well as Best Feature Film.

A prolific voice actor, he has performed in hundreds of cartoons including: *Batman: The Animated Series* (Annie Nomination Best Actor), *The Adventures of Batman and Robin*, *The Simpsons*, *Ren & Stimpy*, *Robot Chicken*, *Superman*, *Justice League*, *Spiderman*, *Fantastic Four*, *The Hulk*, *Powerpuff Girls*, *The Flintstones*, *Scooby Doo*, *Fairly Odd Parents*, Disney's *Little Mermaid*, , and *Winnie the Pooh*. Mark is Super Robot Monkey Team Hyperforce Go!".currently working on *Metalocalypse*, *Regular Show*, Disney's *Motor City* and *Dreamworks' Dragons: Riders of Berk*. Animated Feature Films include: *Dreamworks' Joseph: Prince of Dreams*, Ralph Bakshi's *Wizards*, *Balto III*, *Batman: Mask of Phantasm*, and *Batman Beyond: Return of the Joker* (Annie Nomination Best Actor). He recently reprised the voice of the Joker in the video games "Arkham Asylum" and "Arkham City" for which he won a BAFTA.

An avid comic book collector, historian, and writer, his story for *The Simpsons' Treehouse of Horror* was reprinted in deluxe format and is available in bookstores worldwide. His years as the voice of the Joker remains a fan favorite, as are his two appearances as the villain The Trickster on *The Flash* television series, which were edited together and released as a feature film outside the US. He created his own comic book anti-hero, *The Black Pearl* for Dark Horse Comics, which he co-wrote with Eric Johnson as a five-issue mini-series. The film adaptation, which he co-wrote with Johnson and Paul Tamasy, the writers of the Oscar nominated film, *The Fighter*, will be done as a movie in the near future. This will be Hamill's second feature as a director.

About PromaxBDA: The Conference 2013

The annual conference is where marketing, promotion and design executives gather as a global community to share ideas, learn the best techniques, develop the right tools, get insight on the latest technologies and be inspired by the

brightest of luminaries in the industry. There is no other place for this level of collective thought – at the intersection where creative and strategy, promotion and production, technology and design meet. PromaxBDA: The Conference.

About PromaxBDA

PromaxBDA is a member association representing more than 10,000 companies and individuals from major media organizations, marketing agencies, research companies, strategic and creative vendors and technology providers around the globe. The goal of PromaxBDA Association is to lead 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. With companies and individuals drawn from more than 70 countries, PromaxBDA is a truly international organization uniting the individuals who will pioneer tomorrow's electronic and broadcast media.

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