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**ESPN's GEORGE BODENHEIMER and RED BULL MEDIA HOUSE TO BE GIVEN SPECIAL HONORS  
AT PROMAXBDA's 2013 SPORTS MEDIA MARKETING AWARDS**

*Executive Chairman for ESPN, Inc. to receive Lifetime Innovator Award and  
RED BULL MEDIA HOUSE to receive Game Changer Award during fourth annual ceremony*

**November 19, 2013: Capitale | New York, NY**

**LOS ANGELES** (November 6, 2013) – **PromaxBDA**, the leading international association for the entertainment marketing, promotion and design industry, will present ESPN Executive Chairmen George Bodenheimer with the Lifetime Innovator Award and RED BULL MEDIA HOUSE will be honored with the Game Changer Award during the 2013 Sports Media Marketing Awards on November 19 at New York's Capitale. Hosted by actor/comedian Steve Rannazzisi, star of FXX's *The League*, the Awards celebrate excellence, innovation and creativity in the sports and sports media marketing industry.

"We're thrilled to honor media legend George Bodenheimer as a Lifetime Innovator at this year's Sports Media Marketing Awards and at the same time award RED BULL MEDIA HOUSE as true Game Changers in the industry," said Jonathan Block-Verk, president and CEO of PromaxBDA International. "George defines the term innovator, having forged an extraordinary career driving ESPN's unprecedented network growth, program development and technological innovation making it the industry leader it is today. RED BULL MEDIA HOUSE, through visionary content, media and marketing strategies, has had a pivotal role in reshaping the sports business worldwide. The influence these two have had on the industry and on popular culture is remarkable and we're honored to be celebrating their contributions and ongoing legacies."

The Lifetime Innovator Award recognizes an individual's long-term innovation, creativity, role and impact on the business of sports media marketing. The award is presented each year to a distinguished leader who has charted new territory and, through their career, has fundamentally enhanced and expanded the sports media marketing profession. Former Chairman of NBC Sports Group Dick Ebersol received the award in 2012.

The Game Changer Award is a special honor recognizing a cultural innovator who has had significant impact on the overall business of sports media and sports media marketing. Through their talent, inspiration, development of business models and/or industries, creation of new technologies and/or applications, the Game Changer has enduringly set us on a different path and brought about positive change. Scott Bradfield, Director of Moving Images, will accept the 2013 award on behalf of RED BULL MEDIA HOUSE. United States Olympic Committee CMO Lisa Baird received the award in 2012.

Preceding the Awards ceremony, the 2013 Sports Media Marketing Summit explores the issues, trends and emerging opportunities affecting success in sports media marketing. A global forum for best-practices and innovation, the Summit brings together thought-leaders in the global media marketing industry to provide all participants with insights and inspiration to strengthen their skills and fuel their success. Key session topics include: creating second screen experience networks, E-sports opportunities, "Fan-Alytics," neuroscience for optimization of marketing and video, going viral, plus multiple current sports marketing case studies, and more.

New to this year's Summit are 15 rapid fire 7-Minute Master Class sessions presented by leading industry experts offering deep-dive insights over a wide range of subjects in a quick-hitting format.

The elite one-day event will culminate at the evening's Awards gala honoring the creativity, excellence and innovation in sports media marketing and promotion. Winners will be selected from over 250 finalists in more than 50 categories. A list of award finalists is online at [Sports Media Marketing Awards Finalists](#).

For more information and to register for the Sports Media Marketing Summit and Awards ceremony, visit  
[www.sportsmediamarketing.com](http://www.sportsmediamarketing.com)

#### **About PromaxBDA**

PromaxBDA is a member association representing more than 10,000 companies and individuals from major media organizations, marketing and advertising agencies, research companies, strategic and creative vendors, and technology providers around the globe. The goal of the 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.

#### **About PromaxBDA Sports Media Marketing Summit & Awards 2013**

The annual Sports Media Marketing Summit is the global conference venue where marketing, promotion and design executives gather as a 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 sports marketing 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. The 2013 Summit is sponsored by *Sports Illustrated*. Each year the Sports Media Marketing Awards ceremony celebrates excellence, innovation and creativity. Over 250 Finalists in more than 50 creative and marketing categories, representing outstanding work in sports media marketing though entries submitted from around the world, compete for Bronze, Silver, Gold, and the coveted Titanium awards.