



PROMAXBDA ANNOUNCES INAUGURAL JURY FOR THE 2012 PROMAXBDA PROMOTION, MARKETING AND DESIGN AWARDS

LOS ANGELES, CA – March 16, 2012 - [PromaxBDA](#), the leading association for promotion, marketing and design professionals, announced a group of entertainment industry leaders who will participate as members of the inaugural jury for the [2012 PromaxBDA Promotion, Marketing and Design Awards](#). The esteemed group will judge the finalists of this year's North American PromaxBDA Awards that recognize creativity and excellence. The winners will be announced at the closing night of this year's PromaxBDA Conference on June 14 at the J.W. Marriott at L.A. LIVE.

"We are honored to have this exclusive jury of industry luminaries participate in this year's PromaxBDA Awards judging," said Jonathan Block-Verk, president and CEO of PromaxBDA. "Each member will bring their own critical eye to the process that collectively will help determine the year's most compelling, strategic and creative work from the entertainment media, marketing and design industry."

"With the ever-changing creative environment in the entertainment industry today, we are continuing to refine our awards process for recipients of the prestigious PromaxBDA Awards," said Roger Hyde, SVP, creative services & brand integrity, DIRECTV, PromaxBDA board member and awards committee chair. "As promised, this year we introduced a two-tier judging process that begins with PromaxBDA board members and recent Gold Award winners for the first judging round to determine the finalists, and then the inaugural jury, comprised of leaders from all areas of entertainment - captains of our industry as it were, will judge and award the very best work to come out of North America last year."

Peter Liguori will serve as chair of the inaugural PromaxBDA Jury in both Los Angeles and New York.

The 2012 PromaxBDA Promotion, Marketing and Design Awards jury members are:

Los Angeles Jury Members:

Peter Liguori, Chair of the PromaxBDA Jury

Jennifer Ball, SVP Distribution Marketing, Univision

Laurel Bernard, EVP Marketing, Fox Broadcasting Company

Chris Do, Founder & Executive Creative Director, Bl:nd

Mark Feldstein, Principal, Stun Creative/Buster/BusterINK

Stephanie Gibbons, EVP, Marketing & On-Air Promotion, FX Network

Brian Lowry, Media Columnist/Critic, *Variety*

Karen Miller, SVP Worldwide Television Creative Services, Warner Bros. Television Group

Evan Shapiro, President, IFC/Sundance

Amy Winter, GM, TLC

New York Jury Members:

Peter Liguori, Chair of the PromaxBDA Jury

Jon Gieselman, SVP, Marketing & PR, DIRECTV

Lee Hunt, Principal, Lee Hunt LLC

Jason Klarman, GM, Oxygen Media

Walter Levitt, EVP Marketing, Comedy Central

Ari Merkin, VP, Executive Creative Director; Crispin, Porter & Bogusky

Michael Ouweleen, SVP & Creative Director, Turner Broadcasting Animation

Kim Rosenblum, EVP Marketing & Creative, TV Land

David Shackley, CMO, Discovery Channel

Michael Smith, GM, Cooking Channel

The [2012 PromaxBDA Promotion, Marketing and Design Awards](#) recognizing creativity and excellence in media marketing, will take place on the closing night of the Conference on June 14. PromaxBDA will provide an exclusive look at the most compelling, innovative and eye-catching creative work from around the globe, covering the breadth of the entertainment industry. The [2012 Conference](#) will feature speaker sessions, strategic and creative presentations, panels and workshops for every career stage in the marketing, promotion and design industry. For more information, or to attend, please visit promaxbda.org and for [2012 Conference](#) updates, speaker information and promotions, follow PromaxBDA on Twitter [@PromaxBDA](#) and Facebook at facebook.com/PromaxBDA.

About PromaxBDA

PromaxBDA is a global, non-profit association dedicated to being the leading resource for education, community, creative inspiration and career development for marketing, promotion and design professionals within the entertainment/information industry.

Contact:

Liza Rindge-Peterson

liza@promaxbda.org

310.789.1519