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**CHARLIE SHEEN TO APPEAR AT THE
PROMAXBDA CONFERENCE 2012
IN LOS ANGELES JUNE 12-14**

**Actor to Speak About His Personal Brand & Social Media Practices in Interview
with *Access Hollywood* Anchor Billy Bush**

LOS ANGELES, CA – June 5, 2012 – Film and television actor Charlie Sheen, star of the highly anticipated upcoming FX Network series *Anger Management*, will join the speakers lineup for [PromaxBDA: The Conference 2012](#), to be held on June 12-14 in Los Angeles. Sheen will be interviewed by *Access Hollywood* anchor Billy Bush, in a discussion that will cover the actor's personal brand, how he keeps ahead of the entertainment curve, and his use of social media. PromaxBDA is the leading global association for promotion, marketing and design professionals in the entertainment industry.

“There is no doubt Charlie Sheen has created a uniquely personal brand that ignited a cultural conversation about entertainers and social media practices,” said Jonathan Block-Verk, president and CEO of PromaxBDA International. “We look forward to Billy’s interview with Charlie that will focus on his perspectives on entertainment marketing, pop culture and his long career in this high-profile industry.”

Charlie Sheen, who has starred in more than 40 feature films, catapulted to fame in such critical and commercial hits as *Platoon* and *Wall Street*. His other feature film credits include *Red Dawn*, *Lucas*, *Ferris Bueller's Day Off*, *Eight Men Out*, *Young Guns*, *Major League*, *Hot Shots!*, *Hot Shots! Part Deux*, *The Three Musketeers*, *The Chase*, *Money Talks*, *Being John Malkovich*, *Scary Movie 3*, *Scary Movie 4* and *The Big Bounce*.

Sheen began his television ascension with his Golden Globe® Award-winning lead role in *Spin City*. In 2003, Sheen was cast as Charlie Harper in the CBS sitcom *Two and a Half Men*, which was loosely based on Sheen's bad boy image. The role garnered him an ALMA Award and four Emmy® Award nominations, as well as two Golden Globe Award nominations for Outstanding Actor in a Comedy Series.

In 2011, Sheen set a new Guinness World Record for Twitter as the "Fastest Time to Reach 1 Million Followers," adding an average of 129,000 new followers per day. Later in the year, Charlie kicked off his North American "My Violent Torpedo of Truth/Defeat Is Not An Option" tour, which sold out in 18 minutes to set a Ticketmaster record. In September of 2011, Comedy Central's "Roast of Charlie Sheen" was watched by 6.4 million people, making it the highest-rated roast in the history of the network.

Sheen finished the year starring in the upcoming Roman Coppola movie, *A Glimpse*

Inside the Mind of Charlie Swan III. In June 2012, Sheen will debut his new TV series on FX, *Anger Management*.

Sheen and Bush join recently announced Lifetime Achievement Award honoree Betty White and previously announced speakers Ryan Murphy, creator and producer of *Glee* and *American Horror Story*; John Landgraf, President & GM, FX Networks; Kay Madati, Head of Entertainment Marketing, Facebook; Pam Kaufman, CMO, Nickelodeon Networks & Tom Kenny, Actor/Comedian and Voice of SpongeBob SquarePants; Justin Cone, Founder/Editor-in-Chief, Motionographer.com & Director of Special Operations, Psyop; Rick Haskins, EVP, Marketing & Digital Programs, The CW; Suzanne Kolb, President, E! Entertainment; Bruce Mau, Co-Founder, Massive Change Network; Chris McCumber, Co-President, USA Network; Paula Kerger, President and CEO, PBS; Deb Roy, Co-Founder & CEO, Bluefin Labs; Amy Winter, General Manager, TLC; Jonah Lehrer, Contributing Editor, Wired; and Roy Spence, Chairman & Co-Founder, GSD&M, CEO & Co-Founder, The Purpose Institute.

About the 2012 Conference

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. Connecting. Together.

[PromaxBDA: The Conference 2012](#) will feature additional speaker sessions, strategic and creative presentations, panels and workshops for every career stage in the marketing, promotion, design industry. 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 two-and-a-half-day event will culminate with the 2012 PromaxBDA Promotion, Marketing and Design Awards recognizing creativity and excellence, taking place on the closing night, June 14th. 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.

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