

# promaxbda

## 2006 PROMAX/BDA ENDS ON A HIGH NOTE

### Highlights from World's Largest Annual Television Promotion, Design & Marketing Conference

**NEW YORK, NY – June 23, 2006** – Thursday marked the close of the 51<sup>st</sup> annual Promax/BDA Conference and Awards Show, with festivities lasting late into the New York night. The three-day conference (June 20-22, New York's Marriott Marquis) attracted more than 3,400 attendees—an increase by over 300 participants from last year—with inspirational speakers such as Dr. Maya Angelou and Anderson Cooper, thought-provoking panels with Larry King and Mike Wallace, and surprise appearances by Stephen Colbert and Megan Mullally.

This year also marked an unprecedented increase in entries for the prestigious Promax and BDA Award Shows. Honoring the best and brightest in design, promotion and marketing in electronic media, BDA Awards were handed out Wednesday night with Promax presenting its Muse statuettes Thursday night.

"This year's conference demonstrates the exciting time our business is experiencing. There are many new unique avenues opening up and multi-platforms have now become a reality," said Promax/BDA President & CEO Jim Chabin. "The high-caliber work we have seen honored at our Award Shows reflect the new televisual world that we are entering."

Highlights from this year's conference include:

Poet and best-selling author **Dr. Maya Angelou** received standing ovations for her powerful words and advice. Her inspiring words of "you are all composers" filled the room with an overwhelming energy, embracing everyone and moving many to tears.

**Stephen Colbert**, from *The Colbert Report* and *The Daily Show*, surprised guests with a hilarious introduction for CNN's **Anderson Cooper**. Cooper shared his mother's advice to "follow your bliss" and in return offered the audience his advice to "remember that we are all storytellers and to never lose sight of that."

**Larry King**, host, "Larry King Live," and "60 Minutes" host **Mike Wallace** were both honored with the 2006 TV Century Award. King and Wallace shared personal experiences and industry insight during a fun and lively Q & A, all before an inquisitive and captive audience.

**Megan Mullally** surprised guests with a special appearance during the Wednesday morning session. A parody portrayed Mullally's childhood dream to host Promax/BDA. She then wowed and entertained the crowd by singing the praises of the conference to the beat of various show tunes.

For more information about this year's conference, visit: [www.promaxbda.tv](http://www.promaxbda.tv). To view event photos, please visit: [www.prioritypr.net/promax06/](http://www.prioritypr.net/promax06/). Save the date! The 52<sup>nd</sup> annual Promax/BDA Conference and Awards Show will be held June 12-14, 2007 at the New York Hilton.

**About Promax/BDA**

Promax/BDA is a global, non-profit association dedicated to advancing the role and effectiveness of promotion, marketing and broadcast design professionals in the electronic media. For further information, please visit, <http://www.promAXBDA.tv>.

# # #

**MEDIA RELATIONS:**

North America

Melissa Ford  
Tel: (661) 964-0333  
Email: [melissa@prioritypr.net](mailto:melissa@prioritypr.net)

Europe

Marylou Johnston  
Tel: (347) 601-1359  
Email: [marylou@prioritypr.net](mailto:marylou@prioritypr.net)