



## PROMAX|BDA TO CELEBRATE AND HONOR VOICE LEGEND, DON LAFONTAINE

### Don LaFontaine Award, 2008 Olympics and Presidential Election Among New Categories for 2009 Promax|BDA Promotion and Marketing Competition

**LOS ANGELES, CA – February 9, 2009** – [Promax|BDA](#), the leading global association for marketing, promotion and design professionals working in the entertainment industry, announced today a new Don LaFontaine award created to recognize voice talent and its integral role in marketing and promotion within the entertainment industry. In addition to this special honor, Promax|BDA is introducing new awards categories for the 2009 competition including categories specifically for the 2008 Olympics and American presidential election. The Awards, which recognize creativity and excellence in marketing, promotion and design in the international entertainment industry, are the most prestigious honor a campaign can receive.

“This economy is proving once again that marketing is the difference between success and failure across every sector and medium in the entertainment industry,” said Jonathan Block-Verk, President of Promax|BDA. “Promax|BDA Awards are the most effective way to recognize the phenomenal work being done and identify the campaigns that are succeeding in these challenging times.”

In 2008, entertainment lost one of its most well-known voices in Don LaFontaine, whose voice was featured on more than 5000 trailers over a period of more than 30 years. This year Promax|BDA introduces the Don LaFontaine Award, which honors his name, memory and defining legacy. This award, along with two new voice over categories that have been integrated into the competitions, will recognize the best in voice talent, an often overlooked, yet integral part of entertainment promotion.

“Don really understood the power and beauty of the written word, and he would be humbled to know that there is a lifetime achievement award in his honor” said Don LaFontaine’s widow, Anita. “He loved what hid did for a living, and I know he would’ve cherished being a part of The Promax|BDA Awards this year.”

Promax|BDA also announced today two specialty categories for 2009, including awards for outstanding marketing, promotion and design for the 2008 Olympics (open to everyone worldwide) and for the 2008 United States Presidential Election (open only within the North America Competition).

“The global Promax|BDA community spent a significant amount of time and energy promoting coverage of the Olympics and the American Election. These two events drove unprecedented audiences across mediums and platforms, creating a unique opportunity for a truly global competition,” said Block-Verk.

These new categories join the Promax|BDA Awards, which recognize individual pieces of work and overarching campaigns for creativity and excellence in marketing, promotion and design in professional and regional sectors of the entertainment business. Submissions for the competition will be accepted through Monday, February 27th. Winners will be selected by a jury of industry experts and announced at the annual Promax|BDA Conference taking place in New York from June 16 – June 18. For more information, visit <http://www.promaxbda.org>.

#### About Promax|BDA

Promax|BDA 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:

Laura Hart, [Laura@beckmedia.com](mailto:Laura@beckmedia.com)  
Steve Spignese, [Steve@beckmedia.com](mailto:Steve@beckmedia.com)  
Beck Media for Promax|BDA  
310-689-7363

b