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**CURRENT MEDIA CHAIRMAN AND CO-FOUNDER, VICE PRESIDENT AL GORE TO DELIVER KEYNOTE ADDRESS AT PROMAXBDA: THE CONFERENCE 2011**

**This Year's Conference Being Held June 28-30 in New York City**

**LOS ANGELES - March 8, 2011 - [PromaxBDA](#)**, the leading global association for marketing, promotion and design professionals working in the entertainment industry, announced today that Al Gore, former Vice President of the United States and Chairman & Co-Founder of Current Media, the television and digital network, will deliver the keynote address at the 2011 annual conference taking place June 28-30 in New York, NY at the Hilton New York.

“There is no one who better personifies PromaxBDA’s forward-thinking, innovative leadership than Vice President, Al Gore and I’m honored, elated and humbled to welcome him as our 2011 Keynote speaker,” said Jonathan Block-Verk, President and CEO of PromaxBDA. “As a media executive, environmentalist, Nobel Laureate and visionary, the Vice President is sure to inspire new ways of thinking about creativity, the critical need for innovation and provide a unique perspective about dealing with change.”

The [2011 Conference](#) will be themed *Fast. Forward.* This theme is meant to exemplify the importance of marketing executives to keep up with the rapid speed at which the industry is shifting and evolving. Attendees, participants, speakers and panelists are comprised of the world’s most innovative creative executives, marketers, strategists, designers and thought leaders who gather annually to share unprecedented insights, business secrets and revolutionary new tools.

Other speaker and session announcements will begin to roll out immediately, including strategic and creative presentations, panels and workshops for every stage of career in marketing, promotion, design industries. And, as it does every year, PromaxBDA will provide an exclusive look at the most compelling, innovative and eye-catching innovative and creative work from around the globe, covering the breadth of the entertainment industry. The two and a half day event will culminate with the 2011 PromaxBDA Promotion, Marketing and Design Awards recognizing creativity and excellence, taking place on the closing night, June 30th.

Together with co-Founder and Executive Vice Chairman Joel Hyatt, Gore founded

Current Media, the Emmy and Peabody Award-winning television and online network in 2005 and has since grown its distribution to 75 million cable and satellite households worldwide. Current engages viewers with smart, provocative and timely programming – stories that no one else is telling in ways that no one else is telling them – for an audience of affluent, curious, social and connected adults who crave entertaining, enlightening, witty and informative programming. Gore also serves as chairman of Generation Investment Management, a firm that is focused on a new approach to sustainable investing.

Al Gore is chairman of the Alliance for Climate Protection, a non-profit he founded to educate citizens in the U.S. and around the world about solutions to the climate crisis. He is a member of the board of directors of Apple, a senior adviser to Google, a partner with the venture capital firm Kleiner Perkins Caufield & Byers and is a Visiting Professor at Middle Tennessee State University in Murfreesboro, Tennessee.

Al Gore was elected to the U.S. House of Representatives in 1976, 1978, 1980 and 1982 and the U.S. Senate in 1984 and 1990. He was inaugurated as the forty-fifth vice president of the United States on January 20, 1993, and served eight years. During the Administration, Al Gore was a central member of President Clinton's economic team. He served as President of the Senate, a Cabinet member, a member of the National Security Council, and as the leader of a wide range of Administration initiatives.

He is the author of the bestsellers *Earth in the Balance*, *An Inconvenient Truth*, *Our Choice: A Plan to Solve the Climate Crisis* and is the subject of an Oscar-winning documentary. Al Gore is the co-winner, with the Intergovernmental Panel on Climate Change, of the 2007 Nobel Peace Prize for “informing the world of the dangers posed by climate change.”

For conference updates, speaker information and exclusive discounts and promotions, follow PromaxBDA on Twitter at [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](mailto:liza@promaxbda.org)

(310)789-1519