

**BROADCASTING & CABLE, MULTICHANNEL NEWS AND PROMAXBDA
ANNOUNCE HONOREES FOR THE NINTH ANNUAL
BRAND BUILDER AWARDS**

Honorees Ed Carroll, Stephen Davis, Debra Lee and David Levy to be Lauded at PromaxBDA's 2011 Conference in New York

NEW YORK, May 31, 2011 - Leading television industry trade publications, *Broadcasting & Cable* and *Multichannel News* and the leading global association for entertainment marketing, promotion and design professionals, [PromaxBDA](#) are pleased to announce the Ninth Annual Brand Builder Awards reception taking place on Wednesday, June 29, 2011. This year's Brand Builder Award honorees are Ed Carroll, COO of Rainbow Media Holdings, Stephen Davis, president of Hasbro Studios, Debra Lee, chairman and CEO of BET Networks and David Levy, president of Turner Sales, Distribution and Sports. The awards recognize outstanding marketing and promotion executives responsible for building today's leading companies. The awards reception will be held June 29, 2011 at the Hilton New York as part of PromaxBDA's annual [2011 Conference](#) (June 28-30).

"This year's honorees are truly four of the visionaries in our industry and represent four dynamic brands," said Louis Hillelson, group publisher for *Broadcasting & Cable* and *Multichannel News*. "We are thrilled to recognize them and very much look forward to celebrating them at PromaxBDA's conference on June 29."

"The Brand Builder Award honorees are driving forces of innovation and creativity for today's leading brands," said Jonathan Block-Verk, president and CEO of PromaxBDA. "We are proud to team up with *Broadcasting & Cable* and *Multichannel News* to recognize these honorees at our conference."

At the [2011 Conference](#), 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. For conference updates, speaker information and exclusive discounts and promotions, follow PromaxBDA on Twitter at [PromaxBDA](#) and Facebook at [facebook.com/PromaxBDA](#).

Broadcasting & Cable is celebrating its 80th anniversary this year. It covers the business of television for industry professionals offering breaking news and analysis on programming, syndication, the station business, technology and advertising for broadcasting, cable, satellite, telco TV and the Web. [www.broadcastingcable.com](#)

Multichannel News covers multichannel television and communications providers, such as cable operators, satellite TV firms, and telephone companies, as well as emerging Internet video and communication services. [www.multichannel.com](#)

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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