

FOR IMMEDIATE RELEASE



**PROMAXBDA ANNOUNCES THE RON SCALERA ROCKET AWARD
IN MEMORY OF LATE INDUSTRY LEADER**

**Honor Recognizing Promising Marketing Talent to be
Awarded at PromaxBDA Conference**

LOS ANGELES, CA – June 16, 2010 – [PromaxBDA](#), the global association for marketing, promotion and design professionals working in the entertainment industry, today announced the newly named Ron Scalera Rocket Award, which will be presented as part of [PromaxBDA: The Conference 2010](#), taking place June 22-24 at L.A. Live.

The Ron Scalera Rocket Award is designed to recognize a producer or marketer with two years or less experience in promotion or marketing, who is already creating outstanding work. The PromaxBDA Awards competition is dedicated to celebrating excellence in marketing, design and creative content in the entertainment industry.

The award will help to honor the memory of Scalera, a longtime marketing and promotion executive for CBS and PromaxBDA Board of Directors member, who passed away in April. As Executive Vice President and Creative Director of CBS Marketing Group, Scalera spearheaded promo campaigns for many of the network's hit series including "CSI," "Survivor" and "Two and a Half Men." Prior to his 13 years at CBS, Scalera was a driving creative force for all of Fox's on-air promo and image campaigns.

"Ron Scalera was one of the industry's great marketers and a dear friend to many of us in the PromaxBDA community," said Jonathan Block-Verk, President and CEO of PromaxBDA. "We are honored to have the support of Ron's family in memorializing his legacy of excellence that started at an early stage in his career."

"Ron would be flattered to know there is an award recognizing young talent dedicated to his memory," said Ron Scalera's widow, Elizabeth.

The Ron Scalera Rocket Award will be presented at the PromaxBDA Promotions and Marketing Awards on June 24, hosted by comedian Norm MacDonald at the JW Marriott in downtown Los Angeles. PromaxBDA: The Conference 2010 will take place June 22 - 24 in Los Angeles at the L.A. Live complex. For more information about the Conference and organization, visit [PromaxBDA.org](#).

About PromaxBDA

PromaxBDA (www.promaxbda.org) 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. PromaxBDA's mission is to lead the conversation about the role marketing, promotion and design play in the value of media across content platforms. With a combined membership of over 3,000 companies and individuals drawn from more than 70 countries, PromaxBDA is a truly

international organization uniting the individuals who will pioneer tomorrow's electronic and broadcast media.

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