

FOR IMMEDIATE RELEASE

**PROMAXBDA PICKS SUPERSTAR JURY FOR INAUGURAL
SPORTS MEDIA MARKETING AWARDS
INCLUDING MARK CUBAN, ROSS GREENBURG, BILL SIMMONS AND OTHERS**

Comedian Jay Mohr to Host Awards Ceremony

LOS ANGELES, CA – September 23, 2010 – [PromaxBDA](#), the leading global association for marketing, promotion and design professionals in the entertainment industry, has announced the jury for its inaugural [Sports Media Marketing Awards](#). The Awards, taking place November 18, 2010 in New York City, will honor the best and most creative work done in the field of sports marketing.

This esteemed group of industry leaders and marketing professionals in sports media will serve as jury members determining gold winners in many of the competition's categories. David Levy, President of Turner Sports serves as Jury Chair. Jury members include:

Mark Cuban; Owner, **Dallas Mavericks** and Owner and Chairman, **HDNet**

David Droga; Creative Chairman, **Droga5**

Bob Garfield; Columnist, **Advertising Age** and On Air Host, **National Public Radio**

Ross Greenburg; President, **HBO Sports**

David Levy; President, **Turner Sports**

Eric Markgraf; Chief Marketing Officer, **FOX Sports Media Group**

Bill Simmons; Senior Writer & Columnist, **ESPN.com**

Stephanie Smith; Senior Vice President of Strategic Marketing, **Comcast Sports Group**

Jennifer Storms; Senior Vice President of Sports and Event Marketing, **Gatorade**

“It is fitting that the phenomenal work that has been submitted for the Sports Media Marketing Awards will be judged by some of the most respected names in sports,” said Jonathan Block-Verk, president of PromaxBDA. “We’re thrilled that this all-star jury is going to help us honor and celebrate the groundbreaking creative and strategic work being done in this area of media marketing.”

The event will be hosted by respected actor and stand-up comedian, Jay Mohr, who will put his comedic chops to the test when he addresses some of the most innovative, forward-thinking visionaries in sports. Mohr is well known to the event audience for his numerous acting and comedy credits, in particular for his memorable role as Bob Sugar, the sleazy sports agent in the classic 1996 sports film, *Jerry Maguire*.

The Sports Media Marketing Awards will unveil the winners in each of the previously announced categories, from Best Video Game Promotional Spot, to Best Marketing Using Social Media, to Sports Media Marketing Partner of the Year. Gold Awards will be distributed at the November 18th gala event at the Angel Orensanz Foundation in New York City.

Tickets for the Awards will go on sale October 1. For more information on the Sports Media Marketing Awards, visit [SportsMediaMarketingAwards.com](#).

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.

CONTACT:

Laura Hart

Laura@beckmedia.com

310-689-7363