



FOR IMMEDIATE RELEASE

**NAMIC ANNOUNCES CALL FOR ENTRIES FOR THE 2015 EXCELLENCE IN MULTICULTURAL MARKETING AWARDS**

**Deadline To Submit Entries Online Via [emmacompetition.com](http://emmacompetition.com) Is June 19<sup>th</sup>**

**NEW YORK, NY – May 21, 2015 --** The National Association for Multi-ethnicity in Communications (NAMIC) is now accepting entries for the **2015 NAMIC Excellence in Multicultural Marketing Awards**. Among the industry's leading competitions honoring achievements in multicultural marketing, the awards recognize outstanding efforts targeting African American, Asian, Hispanic, LGBT and other diverse segments of the consumer base. Winners of the Excellence in Multicultural Marketing Awards will be acknowledged during the **29th Annual NAMIC Conference** scheduled for September 29-30, 2015 at the New York Marriott Marquis in New York as part of *Diversity Week*.

The Excellence in Multicultural Marketing Awards (EMMA) are designed to showcase the media and entertainment industry's best practices in developing and creating strategic and innovative multicultural marketing approaches. Comprised of two award categories: Case Studies/Campaigns and Marketing Tactics, entries submitted in each category are judged within two divisions: Media Content Creators/Distributors and Networks & Communications Suppliers. Marketing efforts created for all facets of media and entertainment targeting one or more ethnic or cultural segments and activated between June 1, 2014 and May 31, 2015 are eligible for submission. The deadline to submit digital entries online via <http://emmacompetition.com> is June 19, 2015 at 11:59 p.m. ET.

"Reaching ethnically and culturally diverse consumers through multicultural marketing strategies marked by a high level of creativity and messaging that resonates with each unique segment has become a business imperative," said Eglon E. Simons, president and CEO of NAMIC. "We are excited to continue the tradition of recognizing exceptional efforts from that are executing campaigns across a marketplace that is steadily diversifying."

The NAMIC Multicultural Marketing Committee, a consortium of the industry's experts provides guidance for the EMMA competition. A judging panel of industry experts will evaluate entries and select all winners based on sound and innovative strategy, strength of execution against the strategy, evaluations of strategy, implementation and results. Deviating from the traditional "best of" competition method, each entry is judged against a standard of excellence and not against other entrants, resulting in the potential for zero to multiple winners in each category.

The Excellence in Multicultural Marketing Awards is presented in partnership with *Cablefax*. Winners of the 2015 EMMA competition will be featured in the September edition of *Cablefax: The Magazine*.

(more)

For complete eligibility information, detailed judging criteria, a list of past EMMA winners or to submit digital entries online visit <http://emmacompetition.com>. Information regarding the 29<sup>th</sup> Annual NAMIC Conference or inquiries pertaining to sponsorship should be directed to Sandra Girado, senior director of Meetings and Events, NAMIC at 212-594-5985. Online registration for the 29<sup>th</sup> Annual NAMIC Conference can be accessed via [www.namic.com](http://www.namic.com).

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#### **ABOUT NAMIC**

NAMIC (National Association for Multi-ethnicity in Communications) is the premier organization focusing on multi-ethnic diversity in the communications industry. Founded in 1980 as a non-profit trade association, today NAMIC comprises 2,300 professionals belonging to a network of 16 chapters nationwide. Through initiatives that focus on education, advocacy and empowerment, NAMIC champions equity and inclusion in the workforce, with special attention given to ensuring that the leadership cadres of our nation's communications industry giants reflect the multi-ethnic richness of the populations they serve. For more information, please visit [www.namic.com](http://www.namic.com) and stay connected to NAMIC on Facebook, LinkedIn, and Twitter.

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