



FOR IMMEDIATE RELEASE

**DEADLINE TO SUBMIT ENTRIES FOR THE 2016 NAMIC EXCELLENCE IN
MULTICULTURAL MARKETING AWARDS EXTENDED TO JUNE 29TH**

NEW YORK, NY – June 15, 2016 -- NAMIC (National Association for Multi-ethnicity in Communications) has extended the deadline to submit entries for the **2016 NAMIC Excellence in Multicultural Marketing Awards (EMMA)**. Digital entries are being accepted online via emmacompetition.com until June 29, 2016 at 11:59 p.m. EDT. 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 **30th Annual NAMIC Conference** scheduled for September 20-21, 2016 at the New York Marriott Marquis in Manhattan as part of *Diversity Week*.

The Excellence in Multicultural Marketing Awards 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. The NAMIC Multicultural Marketing Committee, a consortium of the industry's experts provides guidance for the EMMA competition. Marketing efforts created for all facets of media and entertainment targeting one or more ethnic or cultural segments and activated between June 1, 2015 and May 31, 2016 are eligible for submission.

The Excellence in Multicultural Marketing Awards is presented in partnership with *Cablefax*. Winners of the 2016 EMMA competition will be featured in the September edition of *Cablefax: The Magazine*.

For complete eligibility information, detailed judging criteria, a list of past EMMA winners or to submit digital entries online visit emmacompetition.com. Information regarding the 30th Annual NAMIC Conference or inquiries pertaining to sponsorship should be directed to Sandra Girado, vice president, Events and Partner Relations, NAMIC at 212-594-5985. Online registration for the 30th Annual NAMIC Conference can be accessed via 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 2,800 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. Comcast | NBCUniversal, Time Warner Cable and Turner Broadcasting System, Inc. are NAMIC's Platinum Annual Corporate Sponsors. For more information, please visit www.namic.com and stay connected to NAMIC on [Facebook](#), [LinkedIn](#), [Twitter](#), [Instagram](#), and [YouTube](#).

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