



FOR IMMEDIATE RELEASE

**NAMIC ACCEPTING ENTRIES FOR EXCELLENCE IN MULTICULTURAL
MARKETING AWARDS (EMMA)**

Top Multicultural Marketing Tactics and Integrated Marketing Campaigns To Be
Honored During The Annual NAMIC Conference September 26-27, 2017 In New York

NEW YORK, May 25, 2017 -- **NAMIC (National Association of Multi-ethnicity in Communications)** is now accepting entries for the **Excellence in Multicultural Marketing Awards (EMMA)**. The NAMIC EMMA, in partnership with *Cablefax*, recognizes innovative marketing efforts by companies and agencies targeting multicultural audiences. This year's competition features four divisions, including the newly-added *Brands* division, competing in two categories – Marketing Tactics and Integrated Campaigns. Winning entries will be chosen based on creativity and effectiveness in reaching multicultural audiences which includes African American, Asian, Hispanic, LGBTQ, disabilities communities and other market segments.

“It is sound business strategy to reach ethnically and culturally diverse consumers through multicultural marketing efforts marked by a high level of creativity and messaging that resonates with each unique segment,” said **Eglon E. Simons**, president and CEO of NAMIC. “The NAMIC EMMA showcases the very best of multicultural marketing and recognizes the creative professionals who masterfully communicate to a consumer landscape that is steadily diversifying.”

Winners will be honored during the **31st Annual NAMIC Conference** September 26-27, 2017 at the New York Marriott Marquis in New York, NY. Select winning entries will also be profiled in *Cablefax: The Magazine*. The deadline for submissions is June 23, 2017 and there is a \$375 non-refundable fee for each entry. For complete rules and to enter online visit www.emmacompetition.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 more than 3,000 professionals across 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. Charter Communications, Comcast | NBCUniversal, 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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