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NAMIC ACCEPTING ENTRIES FOR THE 2018 EXCELLENCE IN MULTICULTURAL MARKETING AWARDS (EMMA)

Innovative Marketing Efforts and Longtime Leaders to be Honored at the 32nd Annual NAMIC Conference October 16-17, 2018 in New York

NEW YORK, June 11, 2018 – The **National Association of Multi-ethnicity in Communications (NAMIC)** is now accepting entries for the **2018 Excellence in Multicultural Marketing Awards (EMMA)**. In partnership with *Cablefax*, these awards recognize innovative marketing efforts by companies and agencies targeting multicultural audiences. This year's competition features four divisions with participants competing in two categories: Integrated Marketing Campaigns and Marketing Tactics within the categories of Digital and Traditional. Winning entries will be acknowledged at the 32nd Annual NAMIC Conference scheduled for October 16-17, 2018 in New York.

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. Entries submitted in each category are judged within four divisions: Media Content Creators and Distributors, Networks and Communications Suppliers, Brands and Other. Winning entries will be chosen based on creativity and results in reaching multicultural audiences which includes African American, Asian, Hispanic, LGBTQ, disabilities communities and other market segments.

"Multicultural consumers are driving the nation's population and economic growth and it takes innovation and creativity to reach these growing markets," said **Susan Waldman**, senior manager, Membership and Publications for NAMIC. "Through the EMMA competition, NAMIC is committed to recognizing companies whose brand-building strategies resonate with ethnically and culturally diverse communities."

The selected winners of these awards will be honored at the 32nd Annual NAMIC Conference and will also be profiled in *Cablefax: The Magazine*. The deadline for submissions is **July 20, 2018 11:59 PM PST** with a \$375 non-refundable fee for each entry. This year, NAMIC will be offering an early bird discount, giving entrants the chance to save \$25 if submitted by July 9, 2018. Marketing efforts that were first used, published or aired between June 1, 2017 and May 31, 2018 eligible for submission. For complete rules and to enter online visit www.emmacompetition.com

This year, NAMIC unveils the "EMMA Wall of Distinction", a recognition for the top five companies who have proven their commitment to excellence in multicultural marketing by winning the most EMMAs year-after-year since 2013. The companies named to the Wall of Distinction in alphabetical order are HBO, GMA PinoyTV, Univision Communications, Comcast|NBCUniversal and BET Networks.

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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 3,800 professionals across 18 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 and stay connected to NAMIC on Facebook, LinkedIn, Twitter, Instagram, and YouTube.

MEDIA CONTACT

Wanita Niehaus

Wanita.Niehaus@namic.com

Office: 202-643-2765