

From: MMRNews (Multicultural Marketing News) [mailto:MMRNews@multicultural.com]
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Subject: ADCOLOR Industry Coalition Announces 2010 ADCOLOR Awards Honorees



**ADCOLOR® INDUSTRY COALITION ANNOUNCES
2010 ADCOLOR® AWARDS HONOREES**

*Advertising, Media and Marketing's Brightest Stars to be Honored at Awards Show
Hosted by CNN's Soledad O'Brien on November 7, 2010*

NEW YORK, September 13, 2010 – The ADCOLOR® Industry Coalition today announced the recipients of the 2010 ADCOLOR® Awards, an event that serves to promote increased diversity in the advertising, marketing and media industries and inspire current and future communications professionals of color by celebrating the accomplishments of diverse role models and industry leaders. Actress, singer, mogul and entrepreneur Queen Latifah will be given this year's All-Star Award, while CNN anchor Soledad O'Brien will host. The awards will be held at the Fontainebleau Hotel Miami Beach on Sunday, November 7, 2010, kicking off the 12th Annual Association of National Advertisers' Multicultural Marketing & Diversity Conference.

"The 2010 ADCOLOR honorees embody the amazing diversity that the industry strives to achieve," said Bob Liodice, president and CEO, ANA. "Their achievements and success serve as shining examples for all and the ANA is proud to host this prestigious group of diverse leaders at our conference."

The final 19 honorees are from notable companies such as BBDO, CNN, DraftFCB, Omnicom Group, Pepsi, Translation and many others. They were selected from a remarkable group of nominees based on their ability to redefine diversity; deliver strong outcomes; their contributions to their respective companies, industries and/or communities; and their reputation as "best in class" by serving as role models for others. The seven specific categories of recognition are: Rising Star, Change Agent, Innovator, Legend, All-Star, MVP (Most Valuable Partnership) and Lifetime Achievement. ADCOLOR has again partnered with advertising non-profit, The One Club, to present The One Club ADCOLOR Creative Award.

"This year's class of honorees represents not only truly outstanding and powerful examples of achievement, but also the humility of reaching back as one rises up," said Tiffany R. Warren, senior vice president and chief diversity officer, Omnicom Group and founder of ADCOLOR

and The ADCOLOR Awards. “We are honored to highlight them and their positive contributions to the advertising, marketing and media industries so that others may follow.”

The 2010 ADCOLOR Awards Honorees are as follows:

2010 ADCOLOR All-Star Award presented by Omnicom Group

- Queen Latifah

2010 ADCOLOR MVP (Most Valuable Partnership) Award presented by CNN

- RPM Group & PepsiCo

2010 ADCOLOR Lifetime Achievement Awards presented by DIAGEO & American Advertising Federation

- Roy Eaton, Former VP, Music Director, Benton & Bowles (retired)
- Bill Lamar, Former CMO, McDonald’s (retired)
- Douglass L. Alligood, SVP, Chairman, Diversity Council, BBDO New York

2010 ADCOLOR Legend Awards presented by McDonald’s USA & Association of National Advertisers

- Carmen Baez, President, Diversified Agency Services Latin America, Omnicom Group, Inc.
- Vita Harris, Chief Strategy Officer, DraftFCB NY
- Frank Cooper III, Chief Consumer Engagement Officer, PepsiCo

The One Club ADCOLOR Creative Award presented by Publicis USA & The One Club

- J.D. Michaels, SVP, Director of Creative Engineering & Production, BBDO NY
- Danny Robinson, SVP, Creative Director, The Martin Agency

2010 ADCOLOR Change Agent Awards presented by Microsoft Advertising & American Association of Advertising Agencies

- Greg D’Alba, EVP, Chief Operating Officer of Ad Sales & Marketing, CNN
- Kim Hunter, Founder & Chairman, The LAGRANT Foundation
- Sallie Mars, Director of Creative Services & Chief Diversity Officer, McCann Worldgroup

2010 ADCOLOR Innovator Awards presented by Arnold

- Coltrane Curtis, Founder & Creative Director, Team Epiphany
- Kendra Hatcher King, EVP, Worldwide Director, Insight & Innovation, Initiative
- Steve Stoute, Founder, Chairman & CEO, Translation

2010 ADCOLOR Rising Star Awards presented by Google & The Advertising Club

- Ronnie Dickerson, Interactive Media Supervisor, DraftFCB Chicago
- Tiffany Edwards, Education & Diversity Director, The One Club
- Kwame Taylor-Hayford, VP, Senior SISOMO Producer, Saatchi & Saatchi

Many advertising, marketing and media industry forces have banded together to bring The 2010 ADCOLOR Awards to life. They include:

2010 ADCOLOR Awards Presenters

The ADCOLOR Industry Coalition, Arnold, CNN, DIAGEO, Google, McDonald's USA, McCann Worldgroup, The Home Depot, Microsoft Advertising, Omnicom Group, The One Club, Publicis USA, WPP

2010 ADCOLOR Awards Exclusive Trade Media Sponsor ADWEEKMEDIA

2010 ADCOLOR Awards Friends

4As, the Association of National Advertisers (ANA), the American Advertising Federation (AAF), The ADVERTISING Club of New York, BET Networks, GTM, Inc., Jones Magazine, JWT, Team Epiphany, The Source

2010 ADCOLOR Reaches Back Sponsors

Creative Artists Agency (CAA), Deutsch, DraftFCB, Ogilvy & Mather, RAPP, TBWA\, Wieden + Kennedy

2010 ADCOLOR Awards In-Kind Sponsors

Akande Music + Publishing LLC, Creative Printing Services, Hassan Kinley Photography, Iced Media, The Ernest Montgomery Group, NBA, NV Magazine, Pepsi, P.O.P Media, RD Global Enterprises, Sonicbids.com and The Studio @ DDB NY

2010 ADCOLOR Awards Preferred Vendors

Akande Music + Publishing LLC, Creative Printing Services, DAV Productions, Hassan Kinley Photography, The Ernest Montgomery Group, P.O.P Media, 135th Street Agency, SBS Studios LLC, Events On A Mission

ABOUT ADCOLOR®

ADCOLOR® was established in 2005 to promote increased diversity in the advertising, marketing and media industries, as well as to inspire current and future communications professionals of color by celebrating the accomplishments of diverse role models and industry leaders. ADCOLOR® is a historic collaboration between the Advertising Club of New York, the Association of National Advertisers, the American Advertising Federation, the American Association of Advertising Agencies, Arnold Worldwide and Omnicom Group. The first of its kind cross-industry initiative is meant to serve as a catalyst for the next generation of diversity

programs by combining the energy of the marketing, advertising and media industries to identify current issues and opportunities around diversity.

2010 ADCOLOR® Industry Coalition Corporate Members

AT&T, Advertising Women of NY, Campbell-Ewald, CNN, One Club, Gotham Inc. and Wieden + Kennedy.

Tickets for The 2010 ADCOLOR Awards can be purchased at www.adcolor.org. For additional information about ADCOLOR, please visit www.youtube.com/adcolorawards , www.twitter.com/adcolor or www.linkedin.com.

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About This Newsletter

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