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**FILMMAKER SPIKE LEE TO BE HONORED WITH
PROMAXBDA LIFETIME ACHIEVEMENT AWARD**

LOS ANGELES – April 5, 2011 - [PromaxBDA](#), the leading global association for marketing, promotion and design professionals working in the entertainment industry, announced today that acclaimed director, writer, producer, actor, and author Spike Lee will be the recipient of the prestigious PromaxBDA Lifetime Achievement Award for creativity at the 2011 annual conference taking place June 28-30 in New York City.

“Spike Lee is a premiere filmmaker and creative innovator who has transformed the storytelling landscape with his groundbreaking films, commercials and promos,” said Jonathan Block-Verk, President and CEO of PromaxBDA. “He’s left an indelible mark on popular culture and inspired an entire generation with his work, intellect and personality and we are extremely proud to honor him with this year’s PromaxBDA Lifetime Achievement Award.”

Along with Lee, previously announced guest speakers at the [2011 Conference](#) will include Keynote Speaker, Vice President Al Gore; Musician, Showman and Businessman, Gene Simmons; Founder/CEO of IfWeRanTheWorld, Cindy Gallop; and COO of Dentsu Network West, John Partilla.

Spike Lee is a notable writer, director, producer, actor, and author who revolutionized both the landscape of independent cinema and the role of black talent in film. Lee’s films notably display his ability to showcase a series of outspoken and provocative socio-political critiques that challenge cultural assumptions. His debut film “She’s Gotta Have It,” earned him the Prix de Jeunesse Award at the Cannes Film festival in 1986. His second feature, “School Daze,” helped launch the careers of several young black actors. Lee’s “Do the Right Thing,” garnered an Academy Award® nomination for Best Original Screenplay, and Best Film and Director Awards from the Los Angeles Film Critics Association. Lee’s epic drama, “Malcolm X” received two Academy Award® nominations.

Lee also completed the Emmy and Oscar®-nominated documentary “4 Little Girls” for HBO and received an Emmy Award for his piece on Georgetown’s John Thompson for HBO/Real Sports. His 2006 HBO documentary about the devastation of New Orleans, “When the Levees Broke: A Requiem in 3 Acts,” won 3 Emmy Awards and a Peabody Award. “If God Is Willing and da Creek Don’t Rise,” his follow-up look at New Orleans, aired on HBO in 2010.

In addition to his film achievements, Lee has produced and directed numerous music videos for diverse artists including Chaka Khan, Tracy Chapman, Anita Baker, Public Enemy, Bruce Hornsby and Michael Jackson.

Lee began his commercial advertising career with the iconic Michael Jordan/Mars Blackmon campaign for Nike, regarded as one of the top 10 most-recognized ad campaigns of all time. His association with Pony Show Entertainment began in 2007, featuring the rebranding Gatorade campaign starring 35 of the world’s foremost athletes, and network promos for MSNBC. -

Attendees, participants, speakers and panelists at the [2011 Conference](#) are comprised of the world’s most innovative creative executives, marketers, strategists, designers and thought leaders who gather annually to share unprecedented insights, business secrets and revolutionary new tools. For conference updates, speaker information and exclusive discounts and promotions, follow PromaxBDA on Twitter at [PromaxBDA](#) and Facebook at [facebook.com/PromaxBDA](#).

About PromaxBDA

PromaxBDA is a global, non-profit association dedicated to being the leading resource for education, community, creative inspiration and career development for marketing, promotion and design professionals within the entertainment/information industry.

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