

**PROMAXBDA HONORS ACADEMY AWARD- AND EMMY-WINNING  
PRODUCER BRIAN GRAZER WITH 2013 LIFETIME ACHIEVEMENT  
AWARD**

***Conference and Award Ceremony to be held June 18-20 in Los  
Angeles***

***CNN Personality Piers Morgan to interview Grazer***

Los Angeles, April 25, 2013 — **PromaxBDA**, the leading global association for marketing, promotion and design professionals working in the entertainment industry, announced today that Academy Award®-winning producer **Brian Grazer** will be the recipient of its prestigious PromaxBDA Lifetime Achievement Award at The Conference 2013 on June 18-20 in Los Angeles. The award will be presented during an exclusive onstage conversation with **Piers Morgan**, host of CNN's *Piers Morgan Live*.

“From *Splash* to *Arrested Development*, Brian Grazer is one of Hollywood's most renowned television producers and filmmakers, and has consistently transformed the content landscape with his innovative films and series,” said **Jonathan Block-Verk**, President and CEO of PromaxBDA. “His projects run the gamut of challenging society norms to showcasing historical moments to bringing us films and series that have become a part of our beloved entertainment history. We are proud to recognize him with this year’s PromaxBDA Lifetime Achievement Award.”

“I’m honored to accept the 2013 PromaxBDA Lifetime Achievement Award,” said Grazer. “For the last three decades, I have been able to share my vision as a filmmaker and a producer while doing something that I truly love and for this I am grateful.”

Grazer has been making movies and television programs for more than 25 years. As both a writer and producer, he has been personally nominated for four Academy Awards, and in 2002, he won the Best Picture Oscar for *A Beautiful Mind*. In addition to winning three other Academy Awards®, *A Beautiful Mind* also won four Golden Globe Awards (including Best Motion Picture Drama) and earned Grazer the first annual Awareness Award from the National Mental Health Awareness Campaign.

Longtime partners with Ron Howard in Imagine Entertainment, Grazer's works include *Splash*, *Parenthood*, *Kindergarten Cop*, *Backdraft*, *Apollo 13*, *The Nutty Professor*, *Liar Liar*, *How the Grinch Stole Christmas*, *8 Mile*, *Friday Night Lights*, *The Da Vinci Code*, *Frost/Nixon*, *Robin Hood*, *Tower Heist*, *J. Edgar*, *24* and *Arrested Development*. Over the years, his films and TV shows have been nominated for 43 Oscars and 149 Emmys.

### **About PromaxBDA: The Conference 2013**

The annual conference is where marketing, promotion and design executives gather as a global community to share ideas, learn the best techniques, develop the right tools, get insight on the latest technologies and be inspired by the brightest of luminaries in the industry. There is no other place for this level of collective thought – at the intersection where creative and strategy, promotion and production, technology and design meet. PromaxBDA: The Conference.

### **About PromaxBDA**

PromaxBDA is a member association representing more than 10,000 companies and individuals from major media organizations, marketing agencies, research companies, strategic and creative vendors and technology providers around the globe. The goal of PromaxBDA Association is to lead the global community of those passionately engaged in the marketing of television and video content on all platforms, inspiring creativity, driving innovation and honoring excellence. With companies and individuals drawn from more than 70 countries, PromaxBDA is a truly international organization uniting the individuals who will pioneer tomorrow's electronic and broadcast media.

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