



**PROMAXBDA CELEBRATES THE FINAL DAY OF
THE 2012 STATION SUMMIT AND ANNOUNCES WINNERS OF
THE PROMAXBDA LOCAL AWARDS AND JUST CAUSE AWARDS**

**Second Annual Leadership Summit for Local Station General Managers, Marketing,
Promotion and Creative Services Executives Featured Awards,
Meetings with Affiliates, Studios, Station Groups and Speakers**

LAS VEGAS, NV – June 28, 2012 - Recognizing the best and brightest in promotion, marketing and design, [PromaxBDA](#) celebrated the conclusion of the 2012 Station Summit by announcing the winners of the 2012 PromaxBDALocal Awards and the Just Cause Awards. The second annual four-day leadership summit for local station general managers, marketing, promotion and creative services executives was held at Planet Hollywood in Las Vegas on Jan. 26-29. The PromaxBDALocal Awards, hosted by Monica Jackson, co-anchor Fox5 News Live in Las Vegas and co-host of MORE, KVVU-TV, celebrates excellence, creativity and innovation in local television promotion, marketing and design.

In addition, the *Just Cause Awards* recognize local media leaders in cause marketing and their broadcasters' commitments to their community in small, medium and larger markets and celebrates their commitment to non-profit partnerships.

“Congratulations to all the winners of the second annual PromaxBDALocal Awards and *Just Cause Awards* for your creative passion, inspiration and strategic promotion,” said Jonathan Block-Verk, president and CEO of PromaxBDA International. “We’re so proud to take this opportunity to celebrate the second annual Station Summit, which has been an incredible collaboration among our partners within the industry, and highlight the amazing work produced on a daily basis by all the winners tonight.”

The top winners overall include Tribune Creative Group; WOAI-TV; WGN-TV; Bell Media; FOX 50; and NY1 News. The top studio or station winners include WOAI-TV; WGN-TV; and FOX 50.

The Just Cause Award recipients include WTWC NBC40 for "Thank You" PSA Campaign for United Way of The Big Bend (SMALL MARKET); WBRC-TV for Do Dah Day 2011 (MEDIUM MARKET); and WEWS NewsChannel5 for Building Better Neighborhoods (LARGE MARKET).

*For a complete list of the 2012 PromaxBDALocal winners please go to:

<http://www.promaxbda.org/awards/current-awards/2012-promaxbdalocal-awards-winners>

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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