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PROMAXBDA TO HONOR UFC® PRESIDENT DANA WHITE WITH GAME CHANGER AWARD AT 2010 SPORTS MEDIA MARKETING AWARDS

Limited Tickets to Awards Ceremony Available to Public

LOS ANGELES, CA – October 06, 2010 – [PromaxBDA](#), the leading global association for marketing, promotion and design professionals in the entertainment industry, has announced that Dana White, President of the [Ultimate Fighting Championship®](#), will receive the Game Changer Award at its inaugural [Sports Media Marketing Awards](#). The awards, taking place November 18, 2010 in New York City, will honor the best and most creative work done in the field of sports marketing.

The Game Changer Award recognizes a cultural innovator who, through the development of new technologies, applications, business models and industries, has transformed the business of Sports Media & Sports Media Marketing.

Since being named the president of the Ultimate Fighting Championship in 2001, Dana White has transformed the UFC from an organization battling for legitimate recognition, to one of the most recognized sports brands and media companies in the world. Today, the UFC hosts more than twelve pay-per-view specials throughout the year, garners record ratings for SpikeTV with their reality program [The Ultimate Fighter®](#), and holds sold-out events around the globe, from Canada to Australia, the Middle East and the United Kingdom. White directs all UFC-related activities including event planning, marketing, broadcast production, fight-card selections, finances and legal operations.

“In selecting a recipient for our inaugural Game Changer Award, we felt Dana White perfectly embodies the type of sports-marketing figure worthy of setting precedent for this honor,” said Jonathan Block-Verk, President of [PromaxBDA](#). “Shift in perception, evolution of the UFC brand and its meteoric rise under his watch perfectly exemplify what it means to be a game changer in the sports marketing arena.”

A limited number of tickets for the Sports Media Marketing Awards, to be held November 18th at the Angel Orensanz Foundation in New York City, are still available. The event will be hosted by respected actor and stand-up comedian, [Jay Mohr](#), who will put his comedic chops to the test when he addresses some of the most innovative, forward-thinking visionaries in sports. Mohr is well known to the event audience for his numerous acting and comedy credits, in particular for his memorable role as Bob Sugar, the not-so-well liked sports agent in the classic 1996 sports film, *Jerry Maguire*.

An esteemed group of industry leaders and marketing professionals in sports media served as the jury for the final round of judging in the inaugural awards competition, determining gold winners in many of the competition’s categories. Jury members include Mark Cuban (Owner, Dallas Mavericks and Owner and Chairman, HDNet), Bill Simmons (Senior Writer & Columnist, ESPN.com), Bob Garfield (Columnist, Ad Age and On Air – Host, National Public Radio), Ross Greenburg (President, HBO) and David Levy (President, Turner Sports), who serves as Jury Chair.

More information for the Sports Media Marketing Awards, including ticket availability, is available at [SportsMediaMarketingAwards.com](#).

About PromaxBDA

PromaxBDA (www.promaxbda.org) 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. PromaxBDA's mission is to lead the conversation about the role marketing, promotion and design play in the value of media across content platforms. With a combined membership of over 3,000 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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