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Photo Credit: Marc Royce

Suze Orman to Receive Gracies Tribute Award at 35th Annual Gracies Gala

May 25, 2010 at the Beverly Hilton Hotel

(McLean, VA – April 13, 2010) – The Alliance for Women in Media, formerly known as American Women in Radio and Television (AWRT), is pleased to announce that CNBC personal finance icon and bestselling author **Suze Orman** will receive the highly esteemed 2010 Gracies Tribute Award at this year's Gracie Awards Gala on Tuesday, May 25, 2010 at the Beverly Hilton Hotel. This award was first presented on the 25th anniversary of The Gracies Gala and is bestowed upon an individual who truly plays a key role in laying the foundation for future generations of women in the media. Suze Orman's impressive success throughout a diverse cross section of media properties is a striking example of the achievements and accomplishments women can claim, and is very deserving of the Gracies Tribute Award.

The 2010 Gracie Awards Gala will recognize exemplary programming created for women, by women, and about women in all facets of media, including radio, television, cable and digital media. After more than three decades in New York, the Gracies will be delivering its message of empowerment to a Los Angeles audience when the Gracie Awards go Hollywood. And as the Gracies celebrates 35 years of honoring the best and brightest women in news and entertainment, this year's awards ceremony will be recorded for television broadcast.

"Suze Orman has proven she and her brand are dedicated to helping build a foundation of financial strength for future generations of women," said Cary Broussard, President of Alliance for Women in Media. "Suze has opened countless doors for women in our industry and continues to inspire women and men everywhere who seek her advice. We are delighted to honor her amazing work on this our 35th Anniversary of the Gracie Awards."

"To be able to do what you love is a great gift-to be honored for that gift is even greater," said Ms. Orman.

Suze Orman has been called "a force in the world of personal finance" and a "one-woman financial advice powerhouse" by *USA Today*. A two-time Emmy Award-winning television host, *New York Times* mega bestselling author, magazine and online columnist, writer/producer, and one of the top motivational speakers in the world today, Orman is undeniably America's most recognized expert on personal finance. Orman is the contributing editor to "O" *The Oprah Magazine*, the *Costco Connection Magazine* and for the last nine years host of the award winning *Suze Orman Show*, which airs every Saturday night on CNBC. Over her television career Suze has accomplished that which no other television personality ever has before. Not only is she the single most successful fundraiser in the history of Public Television, but she has also garnered an unprecedented six Gracie awards, more than anyone in the 35-year history of this prestigious award.

In 2009 Orman was the recipient of a Visionary Award from the Council for Economic Education for being a champion on economic empowerment and named by *Forbes* magazine as 18th on their list of The Most Influential Women In Media. For two consecutive years *Time* magazine named Orman as one of the TIME 100, The World's Most Influential People. Orman was also recognized by the Human Rights Campaign with the *National Equality Award*. In April 2008 Orman was presented with the *Amelia Earhart Award* for her message of financial empowerment for women and *Saturday Night Live* spoofed Suze three times during 2008.

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The Gracies are presented by the Alliance for Women in Media Foundation, the philanthropic arm of the Alliance for Women in Media, that supports educational programs, charitable activities, public service campaigns and scholarships to benefit the public, the electronic media and allied fields. The Gracie Awards, established in 1975, honors programming and individuals of the highest caliber in all facets of radio, television, cable and web-based media, including news, drama, comedy, commercials, public service, documentary and sports.

The event is made possible through the generous support of the 2010 title sponsor Dove and *The Campaign for Real Beauty* and the following additional sponsors: Arbitron, Clear Channel Communications, ESPN, Ford Motor Company, Google, HBO, Katz Media Group, Loreen Arbus Foundation, National Cable & Telecommunications Association (NCTA), National Public Radio (NPR), VCI Solutions, Turner Broadcasting, Inc. (CNN) and WE TV. Sponsored tables are available by contacting Gracies Headquarters at 703-506-3290.

For more information about the 2010 Gracies, please visit www.thegracies.org. For the most up-to-date, insider information, follow the Gracie Awards on Twitter @thegracies.

CREDENTIALLED PRESS: For press information in regard to covering the red carpet and the event, please contact ESP Public Relations at 310-827-9727.

About the Alliance for Women in Media: The year 2010 marks the 59th Anniversary of the Alliance for Women in Media (formerly known as American Women in Radio & Television), the longest established professional association dedicated to advancing women in media and entertainment. The Alliance for Women in Media carries forth its mission by educating, advocating and acting as a resource to its members and the industry at large. Founded in 1951, the organization works to improve the quality of electronic media; promote the entry, development and advancement of women in the field; foster communication and idea exchange; and give back to the community we serve.

About Alliance for Women in Media Foundation: Alliance for Women in Media Foundation (formerly known as American Women in Radio & Television) is the philanthropic arm of the organization, supporting educational programs, charitable activities, public service campaigns and scholarships to benefit the public, the electronic media and allied fields. The Alliance for Women in Media Foundation has created partnerships and joint-initiatives with the National Middle School Association, the Emma Bowen Foundation, the American Red Cross and other organizations that are philosophically aligned with the mission of the Foundation.

The Foundation supports several public service campaigns including most recently *Empowering America* which pays tribute to many of America's most pioneering and inspiring women. Through this initiative, the Foundation has adopted needy urban middle schools around the country and provided educational donations derived from collateral based on the *Empowering America* program. The Foundation also produces nationally acclaimed recognition programs including the Gracie Awards®, a live gala that awards exemplary programming created for, by, and about women.