



Press Guidelines for the 50th Annual Gracie Awards®

TERMINOLOGY GUIDELINES

- When referring to this award you should refer to it as the Gracie Awards or The Gracies.
- This award is presented by the AWM Foundation.
- When referring to a specific award, be sure to include the proper award category as referenced in each honoree's winner notification and/or the Gracie Awards website.

TALKING POINTS

- Founded in 1951, the Alliance for Women in Media (AWM) is an organization dedicated to advancing women in media through networking, education, and celebration of achievements.
- The annual Gracie Awards were established to honor individuals and content that embody the roles, stories, and priorities of women.
- This year marks the 50th anniversary of the Gracie Awards, with ceremonies scheduled for May 20 at the Beverly Wilshire (A Four Seasons Hotel) and June 18 at Cipriani 42nd Street.
- The Gracies recognize outstanding contributions by women in news and entertainment, both in front of and behind the camera and microphone.
- The Gracie Awards serve as the largest fundraiser of the year for the AWM Foundation, a non-profit organization that supports women in media through scholarships and educational programs.
- The AWM Foundation remains a crucial advocate for gender equity and greater representation of women in the media industry.
- Named after the late Gracie Allen, an influential comedian and businesswoman, the Gracies honor her legacy of challenging gender norms and inspiring women in the entertainment industry.

SOCIAL MEDIA

- Please include #TheGracies or #TheGracies50 when referencing the Gracie Awards. We'll repost/retweet where we can.
- The Social Media Toolkit for winners can be found [here](#) including suggested posts.
- Please follow [@AllWomenInMedia on X](#), [Facebook](#) on [Instagram](#) for news and updates.
- Follow our [LinkedIn](#) page, too! [alliance-for-women-in-media](#)
- More information on the awards can be found [here](#).
- Following is sample content for posts (more available in Social Media Toolkit)
 - For Honorees:
 - What an honor! We are so proud to win a Gracie Award for *insert category*! Thanks to @allwomeninmedia for shining a spotlight on women in media. #TheGracies50
 - We won a Gracie Award! It's an honor to be recognized by my peers for the historic 50th Annual Gracie Awards. Thank you @allwomeninmedia. #TheGracies50

- For Sponsors:
 - Proud to support #TheGracies - honoring and advancing women in media for more than 70 years. @AllWomeninMedia
 - We've proudly partnered with @allwomeninmedia for #TheGracies to support their mission to connect, recognize, and inspire women across the media industry.

PUBLIC ANNOUNCEMENTS

All winners are encouraged to inform national and local press about the award and encourage stories. Any outlet interested in covering the event in-person should reach out to Michael Samonte at Michael@SamonteGroup.com

For the latest information on The Gracies, please visit the [website](#).

NATIONAL GALA INFORMATION

National Television, Streaming, Radio and Digital Media award winners will be honored at the 50th Annual Gracie Awards® Gala.

Date: Tuesday, May 20

Venue: Beverly Wilshire, A Four Seasons Hotel, 9500 Wilshire Blvd, Beverly Hills, CA 90212

Attire: Black-tie event

Additional Information including a schedule for the night's activities will be delivered closer to the show.

GRACIES LUNCHEON INFORMATION

Local television and radio along with student awards will be honored at the 50th Annual Gracie Awards Luncheon.

Date: Wednesday, June 18

Venue: Cipriani, 42nd Street, New York, NY 10017

Attire: Business

PRESS AT THE GRACIES GALA

Press from entertainment, news, and those interested in women in media from local and national outlets will be reporting from the red carpet and sitting inside the show. A press list will be confirmed closer to the event.

Any outlet interested in covering the event in-person should reach out to Michael Samonte at Michael@SamonteGroup.com

MEDIA CREDENTIAL APPLICATION

Please fill out the Gracies Gala media credential [application](#) by Monday, May 5.

PUBLICIST & PRESS CONTACTS AT GRACIES GALA

Publicists required on the red carpet, or who have questions, please contact Michael Samonte at Michael@SamonteGroup.com

For all other questions, please [contact](#) the Gracie Awards team.