



## Press Guidelines for the 51<sup>st</sup> Annual Gracie Awards<sup>®</sup>

### **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 advancing women in media through connection, education, and recognition.
- The annual Gracie Awards were established to honor the individuals and stories that reflect, elevate, and center women.
- This year marks the 51<sup>st</sup> anniversary of the Gracie Awards, with ceremonies scheduled for May 19 at the Beverly Wilshire (A Four Seasons Hotel) and June 16 at Cipriani 42nd Street.
- The Gracies recognize women shaping news and entertainment — in front of the camera and behind it, on mic and off.
- The Gracie Awards are the AWM Foundation's largest annual fundraiser — supporting 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 — comedian, businesswoman, and boundary-breaker — the awards carry forward her spirit of wit, ambition, and possibility.

### **SOCIAL MEDIA**

- Please include #TheGracies when referencing the Gracie Awards. We'll repost where we can.
- The Social Media Toolkit for winners can be found [here](#) including suggested posts.
- Follow [@AllWomenInMedia](#) on [Facebook](#) and [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. #TheGracies
    - We won a Gracie Award! It's an honor to be recognized by my peers for the 51<sup>st</sup> Annual Gracie Awards. Thank you @allwomeninmedia. #TheGracies
  - For Sponsors:
    - 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](mailto: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 51<sup>st</sup> Annual Gracie Awards® Gala.

**Date:** Tuesday, May 19

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

**Attire:** Black-tie event

*Full event details and the evening's schedule will follow closer to the date.*

### **GACIES LUNCHEON INFORMATION**

Local Television and Radio along with student awards will be honored at the 51<sup>st</sup> Annual Gracie Awards Luncheon.

**Date:** Tuesday, June 16

**Venue:** Cipriani, 42<sup>nd</sup> 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 [Alyssa Kind](mailto:Alyssa@SamonteGroup.com) at [Alyssa@SamonteGroup.com](mailto:Alyssa@SamonteGroup.com)

### **MEDIA CREDENTIAL APPLICATION**

Please fill out the Gracies Gala media credential [application](#) by Friday, May 1.

### **PUBLICIST & PRESS CONTACTS AT GRACIES GALA**

Publicists required on the red carpet, or who have questions, please contact Michael Samonte at [Michael@SamonteGroup.com](mailto:Michael@SamonteGroup.com) and fill out the [application here](#).

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