



## Press Guidelines for the 42<sup>nd</sup> Annual Gracie Awards®

### **TERMINOLOGY GUIDELINES**

- When referring to this award you must reference it as the Gracie Awards or The Gracies.
- This award is presented by the Alliance for Women in Media Foundation or AWMF.
- 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 (<http://www.allwomeninmedia.org/gracies/2017-gracie-winners>).

### **TALKING POINTS**

- The Gracies recognize individual achievement and exemplary programming created by, for and about women in all facets of media and entertainment.
- The event benefits the Alliance for Women in Media Foundation, a charitable non-profit that creates educational programs, charitable activities and scholarship initiatives to benefit the public and women in the media.
- This year marks the organization's 42<sup>nd</sup> anniversary of the Gracie Awards.

### **SOCIAL MEDIA**

- Use #TheGracies when referencing the Gracie Awards on all social media platforms including Twitter, Instagram, Facebook, Vine, etc. We will keep an eye on the hashtag so we can retweet and repost content.
- Please follow @AllWomenInMedia on Twitter and AllWomeninMedia on Facebook for news and updates.
- Sample Social Media Messaging for Honorees or Sponsors:  
Excited to be honored by #TheGracies for \*insert category or entry title! Thank you @AllWomeninMedia for the honor! <http://bit.ly/thegracies>  
Proud to support #TheGracies & their work of advancing women in media for over 60 years.  
@AllWomeninMedia

### **NATIONAL GALA INFORMATION**

The National TV, Radio and Interactive Media award winners will be honored at the 42<sup>nd</sup> Annual Gracie Awards® Gala

**Date:** Tuesday, June 6, 2017

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

**Schedule:**

- Red Carpet – 5:30pm
- Welcome Reception – 6:00pm
- Formal Dinner– 7:00pm, with the awards ceremony immediately following.

**Attire:** This is a black-tie event

### **Publicist/Press Contacts:**

Sunshine Sachs

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Entertainment, local and national news outlets cover The Gracies red carpet. Some top-line media will be covering the show during the event.

**LOCAL AND STUDENT LUNCHEON INFORMATION**

Local and Student TV, Radio and Interactive Media award winners will be honored at the 42<sup>nd</sup> Annual Gracie Awards® Luncheon to be held on Tuesday, June 27, 2017 at Cipriani 42nd Street, New York, NY 10017.

**GENERAL**

Honorees are encouraged to inform national and local press about the award after the official Gracies winner announcement is released.

For other press questions, please contact AWMF Headquarters at 202.750.3664 or [gracies@allwomeninmedia.org](mailto:gracies@allwomeninmedia.org).

For the latest information on the Gracies, please visit <http://allwomeninmedia.org/gracies>