



**FOR IMMEDIATE RELEASE**

**Contact:** Kristen Kurtz  
T: 212.297.2135  
E: [kkurtz@kellencompany.com](mailto:kkurtz@kellencompany.com)

**NEW YORK WOMEN IN COMMUNICATIONS ANNOUNCES  
2011 MATRIX AWARD WINNERS & PRESENTERS**

**HEADLINERS INCLUDE...**

**BETTY WHITE, IDINA MENZEL, CINDI BERGER, ROSIE O'DONNELL,  
ARIANNA HUFFINGTON, MARK BURNETT, SHERYL SANDBERG,  
AND OTHERS**

**MORE MAGAZINE'S LESLEY JANE SEYMORE TO EMCEE CEREMONY**

**NEW YORK, NY (April 4, 2011)**—New York Women in Communications will present the 2011 **Matrix Awards** on Monday, April 11, 2011 to honor 'Women Who Change the World,' during a luncheon at the Waldorf=Astoria in New York City. The ceremony, hosted by Meredith Corporation, will be emceed by **Lesley Jane Seymour** editor-in-chief, *More Magazine*, and feature honorees and presenters, such as **Betty White, Rosie O'Donnell, Arianna Huffington, Mark Burnett, Idina Menzel, Cindi Berger** and **Sheryl Sandberg**.

**2011 Matrix Award Honorees & Presenters:**

- **Cindi Berger**, chairman and CEO, PMK\*BNC Public Relations; Presented by **Rosie O'Donnell**, talk show host and comedian
- **Gwen Ifill**, moderator and managing editor, "*Washington Week*," senior correspondent, "*The PBS NewsHour*"; Presented by **Paula Kerger**, president & CEO, PBS
- **Robin Koval**, president, The Kaplan Thaler Group; Presented by **Linda Kaplan Thaler**, CEO & chief creative officer, The Kaplan Thaler Group
- **Idina Menzel**, Tony Award-winning performer; Presented by **Dana Tyler**, CBS 2 news anchor
- **Abbe Raven**, president and CEO, *AETN, A&E Television Networks*; Presented by **Mark Burnett**, producer
- **Sheryl Sandberg**, chief operating officer, Facebook; Presented by **Arianna Huffington**, co-founder and editor-in-chief, *The Huffington Post*
- **Gina Sanders**, president and CEO, Fairchild Fashion Group; Presented by **Evelyn H. Lauder**, senior corporate vice president, The Estée Lauder Companies, Inc.

**Special Lifetime Achievement Honoree:**

- **Betty White**, Emmy Award-winning actress, comedian and author, star of "*Hot in Cleveland*"; Presented by **Valerie Harper**, actress

**The Matrix Awards** is recognized by the communications and entertainment community as one of the most outstanding events of the year, with more than one thousand people expected to gather to celebrate and salute exceptional women in communications fields. Previous award recipients include **Barbara Walters, Tina Fey, Martha Stewart, Anna Wintour, Meredith Vieira** and **Annie Leibovitz**, to name a few. Portions of the proceeds from the Matrix Awards luncheon will go to the organization's Foundation, which offers a full range of scholarships and educational programs for women, whether just beginning or embarking on a transition in their careers.

“We are thrilled to recognize these eight inspiring women for their exceptional work,” said **Linda Kaplan Thaler**, president, New York Women in Communications. “From Emmy and Tony Award winners to presidents and CEOs of major companies, magazines and TV networks, each has truly represented the theme of the Matrix Awards, ‘*Women Who Change the World*’ and we are proud to honor them with this award.”

"The Matrix Awards truly celebrate the unique ability of women to inspire those around them while celebrating the accomplishment of eight extraordinary female leaders in the communications industry," said **Nancy Weber**, EVP, Chief Marketing Officer, Meredith Corporation. "We are thrilled to support the mission of New York Women in Communications and this year's Matrix winners, as well the Foundation's scholarship program, which supports young women who are just beginning their career journey."

**TICKETS:** Individual tickets, tables and information on sponsorships and program advertising opportunities are now available at [www.nywici.org](http://www.nywici.org).

### **About The Matrix Awards**

Since 1970, New York Women in Communications' Matrix Awards Luncheon has been recognized by New York's communications and entertainment communities as one of the most outstanding events of the year. Past recipients include Arianna Huffington, Katie Couric, Meryl Streep, Nora Ephron, Ann Moore, Toni Morrison, Barbara Walters and Anna Quindlen.

Proceeds from the Matrix Awards Luncheon are used by New York Women in Communications to develop and maintain a full calendar of affordable programs and special events, networking and support systems for the organization's members and the community at large. Additionally, the New York Women in Communications Foundation awards scholarships and provides educational programs for women, whether just beginning their careers or embarking on a transition in their careers. It is the largest foundation for communications scholarships for women in the tri-state area. Recipients are introduced at the luncheon.

### **New York Women in Communications**

New York Women in Communications, founded in 1929, is a not-for-profit organization of almost 2,000 communications professionals dedicated to promoting the highest standards throughout the industry and to providing education and leadership for the next generation. The membership encompasses senior executives and other experienced communicators from a wide range of enterprises as well as young professionals and students. The organization empowers women in all communications disciplines to reach their full potential by promoting their professional growth and inspiring them to achieve and share their successes in the rapidly changing world of communications.

### **About Meredith Corporation**

Meredith Corporation (NYSE: MDP; [www.meredith.com](http://www.meredith.com)) is the leading media and marketing company serving American women. Meredith features multiple well-known national brands – including Better Homes and Gardens, Parents, Family Circle, Ladies' Home Journal, Fitness, More and American Baby – along with local television brands in fast-growing markets. Meredith is the industry leader in creating content in key consumer interest areas such as home, family, health and wellness and self-development. Meredith uses multiple distribution platforms – including print, television, online, mobile, Tablets, and video – to give consumers content they desire and to deliver the messages of its marketing partners.

Additionally, Meredith uses its many assets to create powerful custom marketing solutions for many of the nation's top brands and companies. According to the Advertising Industry Reports (AIR) survey of over 1,500 agency and marketing professionals, Meredith is the nation's “Highest Rated Media Company.” Meredith has significantly added to its marketing solution capabilities in recent years through the acquisition of cutting-edge companies in areas such as digital, mobile, word-of-mouth, social and database marketing.

***Follow Us on Twitter:*** <http://twitter.com/NYWICI>

***Matrix hashtag: #matrix11***

###