



**FOR IMMEDIATE RELEASE**

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**NEW YORK WOMEN IN COMMUNICATIONS PRESENTS  
THE 2009 MATRIX AWARDS**

**DISTINGUISHED HONOREES AND PRESENTERS INCLUDE...**

**TOM HANKS, JULIANNE MOORE, JESSICA LANGE, BRIAN WILLIAMS, CAMPBELL BROWN,  
JEFF ZUCKER, DONNY DEUTSCH, LINDA WELLS AND MORE**

**MEREDITH VIEIRA TO EMCEE CEREMONY**

NEW YORK, NY (April 2009)— **New York Women in Communications** will present the **2009 Matrix Awards** on Monday, April 27, 2009, to honor eight extraordinary women during a luncheon at the Waldorf-Astoria in New York City. The prestigious annual award recognizes exceptional women who have established themselves in communications fields such as advertising, arts & entertainment, broadcasting, digital media, magazines, marketing, newspapers and public relations. The ceremony, hosted by *Seventeen* magazine, will be emceed by **Meredith Vieira**, *Today* co-anchor and host, *Who Wants to be a Millionaire*.

The Matrix Awards luncheon is recognized by New York's communications and entertainment community as one of the most outstanding events of the year, with more than 1200 people expected to gather in salute of exceptional women in the communications fields. Portions of the proceeds from the Matrix Awards Luncheon go to their Foundation, which offers a full range of scholarships to women whether just beginning their careers, embarking on a professional transition or advancing their skill-set.

The 2009 award honorees and their presenters are as follows:

**Advertising: Linda Sawyer**, chief executive officer, Deutsch, Inc.; Presented by **Donny Deutsch**, chairman, Deutsch, Inc.

**Arts & Entertainment: S. Epatha Merkerson**, award-winning actress; Presented by **Jeff Zucker**, president and chief executive officer, NBC Universal

**Broadcasting: Campbell Brown**, CNN anchor, "No Bias, No Bull"; Presented by **Brian Williams**, anchor and managing editor, NBC Nightly News

**Digital Media: Dany Levy**, founder and editorial director, DailyCandy.com; Presented by **Kurt Andersen**, writer

**Magazines: Linda Wells**, editor-in-chief, *Allure Magazine*; Presented by **Julianne Moore**, actress

**Marketing: Sherrie Rollins Westin**, executive vice president and chief marketing officer, Sesame Workshop; Presented by **Joan Ganz Cooney**, creator, Sesame Street and co-founder, Sesame Workshop

**Newspapers: Monica Langley**, deputy bureau chief, *The Wall Street Journal*; Presented by **Paul Steiger**, editor-in-chief, *ProPublica*

**Public Relations: Leslee Dart**, founder and chief executive officer, 42West; Presented by **Jessica Lange**, actress/photographer; Special Guest Presenter, **Tom Hanks**, actor/producer

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“Each year, it is a tremendous pleasure to celebrate the achievements of our distinguished honorees and to welcome their esteemed presenters to the Matrix Awards. We are thrilled to showcase ‘*Women Who Change the World,*’ and honor them with this award,” said Nancy Rabstejnek Nichols, senior vice president, external affairs at Weber Shandwick Worldwide and president of New York Women in Communications.

**TICKETS:** Individual tickets for members and non-members, as well as information on sponsorships and program advertising opportunities are available at [www.nywici.org](http://www.nywici.org).

### **ONLINE CHARITY AUCTION:**

To raise additional money for our Foundation’s scholarship program, an online auction at [www.charitybuzz.com/nywici](http://www.charitybuzz.com/nywici) will run through May 7<sup>th</sup>. Auction items include:

- § Go Behind the Scenes of the *Today show* and Enjoy Breakfast with **Meredith Vieira**
- § Meet **Campbell Brown** on the Set of CNN's *No Bias. No Bull*
- § Summer Internship at **Deutsch**, One of New York's Top Advertising Agencies
- § Enjoy Lunch with Paul Steiger, CEO of *ProPublica*
- § Go Behind the Scenes and Watch the *NBC Nightly News with Brian Williams* from the Control Room
- § Phone Consultation with Novelist, Editor & Producer **Kurt Andersen**

For more information about the Foundation, please visit [www.nywici.org/foundation](http://www.nywici.org/foundation).

### **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.

### **Seventeen - 2009 Matrix Award Host**

*Seventeen* ([www.seventeen.com](http://www.seventeen.com)) is the best-selling monthly teen magazine, reaching more than 13 million readers every month. In each issue, *Seventeen* reports on the latest in fashion, beauty, health and entertainment, as well as information and advice on the complex real-life issues that young women face every day. Readers can also interact with the brand on the digital front, with *Seventeen* mobile ([m.seventeen.com](http://m.seventeen.com)). In addition to its U.S. flagship, *Seventeen* publishes 13 editions around the world. *Seventeen* is published by Hearst Magazines, a unit of Hearst Corporation ([www.hearst.com](http://www.hearst.com)) and one of the world’s largest publishers of monthly magazines, with nearly 200 editions around the world, including 16 U.S. titles and 19 magazines in the United Kingdom, published through its wholly owned subsidiary, The National Magazine Company Limited. Hearst reaches more adults than any other publisher of monthly magazines (70.6 million total adults, according to MRI, Fall 2008).