



The WIN Awards 2005, Final 21 Advertising Nominees Kathy Griffin Hosts

For Immediate Release: Soumya Sundaresh
press@thewinawards.com

Los Angeles, CA – (September 5, 2005), Women's Image Network, (WIN), announces its 2005 WIN Award advertising nominees. Selected from hundreds of broadcast and internet commercials, the nominee list of the final twenty one competing spots may be found at the end of this release.

The ad finalists will be feted at The WIN Awards show on September 26, 2005, 8 P.M. at The Ford Amphitheatre 2580 Cahuenga Blvd. West, Los Angeles 90068.

The 2005 WIN Awards advertising participants were judged by a panel of top creative jurors including: **Susan Credle**, executive vice president, creative director, BBDO, New York; **John Butler**, creative director, Butler, Shine, Stern & Partners; **Ellen Steinberg**, freelance creative director; **Charlotte Moore**, freelance creative director; **Danielle Flagg**, creative director, Wieden + Kennedy, Portland.; **Joyce King Thomas**, chief creative officer, McCann Erickson New York and **Lisa Shimotakahara**, group creative director, McKinney + Silver in Raleigh, N.C.

The WIN Ads were adjudicated on both creative excellence and effectiveness. The actual awards are inspired by "the triple Greek Goddesses" and participants competed for The Hecate Award (top), The Isis Award, (2nd place) and The Persephone Award, (3rd place). The WIN Ad Awards applaud the best television and internet work that sets industry standards for creative excellence and serves as a source of inspiration worldwide.

Who better to host The WIN Awards 2005 than the hilarious comedienne **Kathy Griffin**? This strong female personality also co-hosted The Billboard Music Awards three consecutive years. Griffin, whose humor rejoices in women's uniqueness, just wrapped up her Bravo series, "Kathy Griffin: My Life on the D-List," and the Bravo special, "Kathy Griffin Is Not Nicole Kidman." About WIN, Kathy Griffin says: "I'm so proud to be affiliated with a group that works so hard for the advancement of women. Everyone knows I like to make fun of celebrities, male and female alike, but in the end, I am a girl's girl...and it is crucial that we all stick together."

Moreover, a very special advertising award will also be presented by Co-founder / CEO of Wieden + Kennedy, Dan Wieden who will present Ms. Lu Chekowsky, the founder of Heart New York (a new advertising agency devoted to promoting positive images of



"fostering a world where everyone WINS"

women in advertising set to launch Spring 2006), with The 2005 Harriett Abbot Award for innovation and vision in the field of advertising. According to Lu's mentor, the advertising creative doyenne Janet Champ, "Lu is the kind of woman who hears no and believes it means Yes. She's idealistic enough to want to change the world, and determined enough to make those changes real. She's this force of nature, all unstoppable and unwilling to yield. Which is why she will do great things".

Beginning in 1993, The WIN Awards honor excellence in film, television and advertising that dispels female stereotypes. Gathering together top film, television and advertising artists at its one of a kind awards show, The WIN Awards are produced by Women's Image Network a non-profit company which is committed to creating social parity for women. WIN rewards broadcast advertising, feature and documentary films and television shows in the following categories: Drama Series, Comedy Series, Animation Series, News Series, Reality Series and shows or films Directed or Produced By a Woman.

WIN is thrilled to have a white-hot and hilarious host, **Kathy Griffin** who for three consecutive years also co-hosted The Billboard Music Awards. Ms. Griffin may be best known for her four year stint as Brooke Shield's acerbic colleague, Vickie Groener on "Suddenly Susan" (NBC). Most recently her Bravo series, "Kathy Griffin: My Life On The D-List," just wrapped its first season. Again for Bravo she just wrapped the special, "Kathy Griffin Is Not Nicole Kidman.", while her stand-up show "Allegedly" was just released on DVD.

Given Kathy's great passion for reality television she not only won as a participant on ABC's "Celebrity Mole", but she also hosted "Average Joe" (NBC) and "Kathy's So-Called Reality", (MTV). An LA Groundlings member Kathy built career by guest starring on "Mad About You," "ER," and recurring on "Seinfeld." In 1998, she landed the "HBO, Half Hour Comedy Special" and the HBO, One-Hour Special, "A Hot Cup of Talk." Kathy has appeared on "Late Night with David Letterman," "Live with Regis and Kelly", "X-Files" (in a dual role) and in Eminem's video, "The Real Slim Shady", co-directed by Dr. Dre. Her feature film credits include "It's Pat," "Four Rooms," "Muppets From Space," and "Lion of Oz", among others. Griffin has also voiced many characters on shows such as "Dilbert" and "The Simpsons".

In addition to the hundreds of film, ad and television creatives vying for a WIN Award, the very talented and lively, Gurinder Chadha (Bend It Like Beckham, Bride And Prejudice) will accept *The Chaplin Limelight Award* which spotlights female film directors who bring a sense of innovation and originality with a standard of excellence to their creative pursuits.

WIN has invited performers **Ashanti** (Bride & Prejudice) to sing. Additionally, **Sharon Stone** has been invited to host a spoof on "The Dove Campaign For Real Beauty". Executive producer, Phyllis Stuart aims to honor Unilever for their Dove beauty ads, and aims to correct the gender gap by creating 'The WIN Campaign For Real Booty'. The

audience will bid our men of brawn. To win a lunch date win We have invited **Richard Jeni, Josh Duhamel, Jamie Kennedy, Jon Lovitz, Zachary Levi, Patrick Warburton, Will Sasso** and **Andy Dick**, to be auctioned for a shared lunch.

Women's Image Network was founded to initiate societal change and see women attain economic and social parity. First produced in 1993, The WIN Awards have been presented to **Lily Tomlin, Laura Ziskin, Lisa Gay Hamilton, Lauren Shuler Donner, Jane Campion, Lauren Bacall, David Alan Grier, Pierce Brosnan** and **Lynn Redgrave**. We produce many events and projects but the most visible WIN accomplishment is our ABC Primetime Special "50 YEARS OF FUNNY FEMALES" which aired on ABC and Lifetime reaching over 60 million viewers.

WHERE: Ford Amphitheatre 2580 Cahuegna Blvd. East, Los Angeles, California 90068

WHEN: September 26, 2005, 8 P.M. (VIP Reception 7 PM)

JUDGING: : **Susan Credle**, BBDO Worldwide, **John Butler**, Butler/Shine/Stern & Partners, **Charlotte Moore**, **Ellen Steinberg**, **Danielle Flagg**, Weiden+Kennedy, **Joyce King Thomas**, McCann-Erickson and **Lisa Shimotakahara**, Mckinney+Silver.

The final twenty one competing WIN Ad Awards spots:

1. GROUND ZERO ADVERTISING (Agency)

Spot/Client: "The Squeeze"/Miller Lite & ESPN

Produced by a Woman

Director: Laurence Thrush Art Director:

Copywriter: Sean Vij, Court Crandall

Production Company: Headquarters

Client: Miller Lite & ESPN

2. WIEDEN + KENNEDY, NY (Agency)

Spot/Client: "Running Away"/ESPN

TV :60, Produced by a Woman

Co-Executive Creative Directors: Todd Waterbury, Kevin Proudfoot, Art Director/ACD: Paul Renner, Copywriter: Kevin Proudfoot, Agency Executive Producer: Gary Krieg,

Agency Producer: Temma Shoaf

Production Company: Smuggler

Client: ESPN

3. WEIDEN + KENNEDY, PORTLAND (Agency)

Spot/Client: "Barefoot Run"/NIKE

Produced/Art Directed by a Woman

Director: Noam Murro, Art Director: Monica Taylor, Copywriter: Derek Barnes, Producer: Jennifer Fiske

Production Company: Biscuit Film Works

Client: NIKE

4. WIEDEN + KENNEDY, PORTLAND (Agency)

Spot/Client: "Chamber of Fear"/NIKE

Produced by a Woman

Director: Dave Meyers, Art Director: John Jay, Jayanta Jenkins, Copywriter: Jimmy Smith, Producer: Tienneke Pavesic

Production Company: radical media

Client: NIKE

5. NET # WORK BBDO (Agency)



"fostering a world where everyone WINS"

Spot/Client: "Cell C-City"/Cell C
Directed/Art Directed by a Woman
Client: Cell C

6. McCANN ERICKSON, NY (Agency)
Spot/Client: "Cashier"/MasterCard
Produced by a Woman
Director: Brian Buckley, Art Director: Monty Pera, Copywriter: Greg Gerstner
Producer: Sally Hotchkiss, CCO: Joyce King Thomas
Production Company: Hungry Man
Client: MasterCard

7. WIEDEN + KENNEDY, NY (Agency)
Spot/Client: "Keepsake"/ESPN
Produced by a Woman
Co-Executive Creative Directors: Todd Waterbury, Kevin Proudfoot, Art Director/ACD: Paul Renner,
Copywriter: Kevin Proudfoot, Agency Executive Producers: Gary Krieg,
Agency Producer: Temma Shoaf
Production Company: Chelsea Pictures
Client: ESPN

8. DDB CHICAGO (Agency)
Spot/Client "Sky Diver"/Bud Light
TV :30, Produced by a Woman
Director: Michael Downing, Art Director: Dan Strasser, Copywriter: Joe Sgro, GCD: Mark Gross, Agency Executive
Producer: Marianne Newton
Production Company: Harvest
Client: Anheuser Busch

9. WIEDEN + KENNEDY, NY (Agency)
Spot/Client: "Brother"/Brand Jordan, Air Jordan XX
TV :30, Copywritten by a Woman
Co-Executive Creative Directors: Todd Waterbury, Kevin Proudfoot, Art Director: Robert Rasmussen, Copywriter: Lisa
Topol, Agency Producer: Jesse Wann, Agency Executive Producer: Gary Krieg
Production Company: 40 Acres and a Mule
Client: NIKE

10. VENABLES BELL & PARTNERS (Agency)
Spot/Client: "Wind" /PG & E
Art Directed by a Woman
Production Company: Villains
Client: PG & E

11. DDB CHICAGO (Agency)
Spot/Client: "Snowball Fight"/ Budweiser
TV :30, Produced by a Woman
Director: Baker Smith, Art Director/ACD: Chris Roe, Copywriter/ACD: Chuck Rachford, GCD: Barry Burdiak, CD: John
Hayes, Agency Executive Producer: Marianne Newton
Production Company: Harvest
Client: Anheuser Busch

12. WIEDEN + KENNEDY, PORTLAND (Agency)
Spot/Client: "Natural Selection"/NIKE
Produced by a Woman



"fostering a world where everyone WINS"

Director: Max Malkin, Art Directors: James Selman, Hal Curtis
Copywriters: Mike Byrne, Michael Illick, Producer: Jennifer Smieja
Production Company: HIS
Client: NIKE

13. WIEDEN + KENNEDY, PORTLAND (Agency)

Spot/Client: "Team"/NIKE
Produced by a Woman
Director: Max Malkin, Art Directors: James Selman, Hal Curtis
Copywriters: Mike Byrne, Michael Illick, Producer: Jennifer Smieja
Production Company: HSI
Client: NIKE

14- OGILVY & MATHER (Agency)

Spot/Client: "Songs"/Dove
Written / AD By A Woman
Director: Leslie Dektor Art Director: Tereasa Surratt Copywriter: Holly Thompson
Production Company: DEKTOR FILMS
Client: Dove

15. WIEDEN + KENNEDY, NY (Agency)

Spot/Client: "Evolution"/Brand Jordan, Air Jordan XX
TV :30, Copywritten by a Woman
Co-Executive Creative Directors: Todd Waterbury, Kevin Proudfoot, Art Director: Robert Rasmussen,
Copywriter: Lisa Topol, Agency Producer: Jesse Wann, Agency Executive Producer: Gary Krieg
Production Company: 40 Acres and a Mule
Client: NIKE

16. GROUND ZERO ADVERTISING (Agency)

Spot/Client: "Butter"/ESPN
Copywritten/Produced by a Woman
Director: Gerald de Thame, Art Director: Rodrigo Butori, Copywriter: Kristina Slade
Producer: Heidi Hawkings
Production Company: HIS
Client: ESPN

17. WIEDEN + KENNEDY, NY (Agency)

Spot/Client: "They Said"/Brand Jordan, Air Jordan XX
Copywritten by a Woman
Co-Executive Creative Directors: Todd Waterbury, Kevin Proudfoot, Art Director: Robert Rasmussen, Copywriter: Lisa Topol, Agency Producer: Jesse Wann, Agency Executive Producer: Gary Krieg
Production Company: 40 Acres and a Mule
Client: NIKE

18. WIEDEN + KENNEDY, NY (Agency)

Spot/Client: "More to See"/Sharp Aquos Liquid Crystal Television
TV :60, Produced by a Woman
Co-Executive Creative Directors: Todd Waterbury (W+K NY), Ty Montague (W+K NY), Sumiko Sato (W+K Tokyo), and John Jay (W+K Tokyo), Art Director: Alan Buchanan, Stuart Jennings, Copywriter: Andy Carrigan
Producer: Robin Benson, Agency Executive Producer: Gary Krieg, Agency Producer: Temma Shoaf
Production Company: Villains
Client: Sharp

19. WIEDEN + KENNEDY, NY (Agency)

Spot/Client: "Cinderella"/ESPN



"fostering a world where everyone WINS"

Produced by a Woman
Co-Executive Creative Directors: Todd Waterbury, Kevin Proudfoot, ACD: Paul Renner Art Director: Jesse Coulter,
Copywriter: Greg Kalleres
Agency Producer: Temma Shoaf, Agency Executive Producer: Gary Krieg
Production Company: Wieden + Kennedy NY Client: ESPN
20. VENABLES BELL & PARTNERS (Agency)
Spot/Client: "Predictive Technology"/PG & E
TV:30, Art Directed by a Woman
Client: PG & E

21- OGILVY & MATHER (Agency)
Spot/Client: "Power of Skin" / Dove
Written / AD By a Woman
Director: Gregor Nicholas Art Director: Courtney Weinberg
Copywriter: Donna Charlton-Pernin
Production Company: RADICAL MEDIA
Client: Dove

###

For additional information contact Soumya Sundaresh or Joann Chen
Email: info@thewinawards.com Visit the WIN website,
<http://www.thewinawards.com>, for The WIN Awards Information.
www.fordamphitheatre.org TICKETS 323 GO 1-FORD
The Ford Amphitheatre 2580 Cahuenga Blvd. West, Los Angeles, CA 90068

###

"Women's Image Network, (WIN), and our honorees and nominees share our vision to see women attain social and economic parity. We have a mutual goal to see women's complete humanity portrayed in the media and our celebrated participants approach their work with innovation, vision and promise. When women's voices stay silent, the world is deprived of their contribution. And though women represent over 50% of the population, females remain vastly under-represented in media creation, especially in advertising where women comprise just 15% of ad agency creative departments and just 22% of The Director's Guild of America, (DGA). The WIN Awards not only celebrate established creatives, but also aim to encourage young women to enter the entertainment industry." Phyllis Stuart, WIN Founder



"fostering a world where everyone WInS"