



The WIN Awards 2005

Amaze Yourself

“Bend It Like Beckham” Director, Gurinder Chadha To Be Feted

Kathy Griffin Hosts

**Advertising Innovator Lu Chukowsky Honored /
Wieden + Kennedy CEO, Dan Wieden Presents**

FOR IMMEDIATE RELEASE

Los Angeles, CA – (September 6, 2005): The Women’s Image Network (WIN) will honor **Gurinder Chadha** (“Bend It Like Beckham,” “Bride & Prejudice”) as an exceptional director who will receive The Chaplin Limelight Award during The WIN Awards 2005 (**hosted by Kathy Griffin**) on September 26 from 7 p.m. to 10 p.m. at The Ford Amphitheatre in Los Angeles.

The **Chaplin Limelight WIN Award**, spotlights emerging women directors who bring a sense of innovation and originality, together with a standard of excellence to their creative pursuits and it is just one of the many highlights of The WIN Awards. Since 1993, **The WIN Awards**, produced by the Women’s Image Network (WIN), a non-profit company committed to creating social parity for women, honors creative excellence in film, television and advertising that dispels female stereotypes.

WIN celebrates women and men in media and advertising who share the belief that women’s voices heard and stories creatively told through media and advertising reveal to the world women’s true strength, power, and beauty, aiming to further realize gender equality. “The WIN Awards not only celebrate established creatives, but also aims to encourage young women to enter the entertainment industry,” said WIN’s founder, Phyllis Stuart.

Honoree Gurinder Chadha may be best known for directing “**Bend It Like Beckham**,” the highest-grossing British-financed, British-distributed film in the UK box-office. Her film received several prestigious nominations, including a Golden Globe nomination for Best Picture (Musical or Comedy) and a Writers Guild of America nomination for Best Original Screenplay.

Chada began her successful directing career when she directed award-winning documentaries for the British Film Institute, BBC and Channel Four. Her first feature, “**Bhaji on the Beach**,” won numerous international awards and several audience favorite film awards. “**What’s Cooking**,” the opening night film of the 2000 Sundance Film Festival, won Gurinder the London Film Critics’ Circle Award for Best British Director.

Her most recent film, “**Bride and Prejudice**,” is the first film to open number one in the UK and India box offices on the same day. She is also directing the prequel to the popular television show, “**I Dream of Jeannie**,” and producing “**Mistress of Spices**,” starring Aishwarya Rai and Dylan McDermott.

Host

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."

The WIN Campaign for Real Booty

Sharon Stone has been invited to host WIN's spoof on "The Dove Campaign For Real Beauty." In addition to honoring Unilever for their Dove ad campaign, WIN Executive Producer Phyllis Stuart aims to correct the gender gap by creating "The WIN Campaign For Real Booty," in which the audience will bid on our men of brawn to win a lunch date. The men of all shapes and sizes invited to participate include: **Josh Duhamel, Zachary Levi, Patrick Warburton, Will Sasso and Andy Dick.**

2005 Harriett Abbot Award

Founder and CEO of Wieden + Kennedy, **Dan Wieden**, will present **Lu Chekowsky**, founder of Heart New York (a new advertising agency devoted to promoting positive images of 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, advertising creative **Janet Champ**, "Lu is idealistic enough to want to change the world, and determined enough to make those changes real."

Special Honoree

Nike

WIN is honored to acknowledge NIKE with a special award for creating ads that for years have made women feel great to be female. According to the advertising creative director from Wieden + Kennedy, Charlotte Moore: "It would be lovely to sail through life thinking that my partner, Janet Champ, and I had been the sole geniuses behind the Nike advertising campaign for women, but I would be one delusional sailor. What we accomplished on Nike's behalf was not only the product of being in the right place at the right time, but also of being collaborators with the best client anyone could hope for. Every single person at Nike, from top to bottom, brought courage, insight, sensitivity, and open-mindedness to the work, pushing it and us to higher levels, and most importantly, making it real for millions of women".

The WIN awards celebrate film, television and advertising in the following categories: Drama Series, Comedy Series, Animation Series, News Series, Reality Series and Shows or Films Directed or Produced by a Woman. Former WIN Award recipients include **Cate Blanchett, Pierce Brosnan, Sara Jessica Parker, Jessica Lange and Jack Nicholson.**

The WIN Awards will be held September 26, 2005 at The Ford Amphitheatre at 7 p.m. (VIP ticket holders) or 8 P.M. general public, where WIN will announce The WIN Awards winners.

MORE...

VENUE: THE FORD AMPHITHEATRE

DATE: Monday, September 26, 2005

TIME: 7 PM VIP RECEPTION / RED CARPET ARRIVALS/ 8 PM SHOW

DRESS: Outdoor Theatre/ Weather Appropriate

WIN 24-HOUR HOTLINE: **310-229-5365**

WIN PRODUCTION OFFICE: **323-468-8494**

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

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"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