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IPA Rolls Out The “Green Carpet”
The 12th Annual Satellite® Awards Give Greenlight for the Environment

Los Angeles, CA – July 9, 2007 – Shining a spotlight on environmental concerns in the entertainment industry, the International Press Academy (IPA) today announced that the 12th Annual Satellite™ Awards presentation, to be held Sunday, December 16, 2007, will feature an eco-minded “Green Carpet” theme for this year’s gala, replacing the traditional red carpet standard.

“Environmental issues touch every aspect of filmed entertainment – from production to marketing to distribution -- and our member journalists who cover the industry acknowledge this in their own work covering trends in the industry,” said Mirjana Van Blaricom, IPA President. “For the show this year, we at the IPA wish to underscore and celebrate environmentally motivated changes and improvements already made within the entertainment community by literally going ‘green’ with our VIP arrivals.”

Known for recognizing innovation in all aspects of the entertainment industry, IPA established the annual Satellite Awards to introduce categories honoring not only achievement in motion pictures and television, but also interactive media, even creating a separate category for animated and multimedia motion pictures. The Academy of Motion Picture Arts and Sciences (AMPAS) and other major film-related organizations have subsequently followed IPA’s lead.

Putting a green spin on the “red carpet” tradition is part of the IPA commitment in celebrating an ever-changing landscape in Hollywood. A decade ago, the IPA established the first major award in honor of a woman, the **Mary Pickford Award**, for Outstanding Artistic Contribution to the Entertainment Industry. Past Pickford Award recipients include: **Rod Steiger, Jodie Foster, Alan J. Pakula, Maximilian Schell, Francis Ford Coppola, Karl Malden, Robert Evans, Arnon Milchan, Susan Sarandon, and Martin Landau**. In 2001 the IPA created the **Tesla Award** in Recognition for Visionary Achievements in Filmmaking Technology, named in honor of the Serbian-American visionary Nicola Tesla. Past recipients of the Nicola Tesla Award include: **George Lucas, James Cameron, Jerry Lewis, Stan Winston, and Richard Donner**. IPA’s newest addition to the special achievement awards is the **Auteur Award**, acknowledging a filmmaker’s influence over all elements of production. Recipients of this award include **George Clooney and Robert Altman**.

One of the largest and most diverse associations of professional entertainment journalists, IPA members vote annually on the award winners in all categories to recognize best achievements on the creative side while monitoring changes within the industry itself, from distribution platforms to this year’s focus on the environment. Reaching more than 500 million people globally via major print, television, radio, cable, new media outlets, and the Internet, the organization will announce a unique eco-friendly venue for the show later in the year as the 12th Annual Satellite Award gala approaches.

For more information, please visit www.pressacademy.com or contact the IPA office at (818) 989-1589 or (310) 550-8209.

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