

FORMER VICE PRESIDENT KAMALA HARRIS NAMED CHAIRMAN'S AWARD RECIPIENT FOR "56TH NAACP IMAGE AWARDS"

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LOS ANGELES, CA (February 20, 2025) – Today, the NAACP and BET announced that Former Vice President Kamala Harris will be honored with the prestigious Chairman's Award during the "56th NAACP Image Awards" airing live from the Pasadena Civic Auditorium on Saturday, February 22, at 8:00 PM ET on BET and CBS. This year, the broadcast will be extended 30 minutes to 2.5 hours.

The Chairman's Award honors individuals who excel in public service and leverage their unique platforms to ignite and drive meaningful change. Past honorees of the Chairman's Award include Amanda Gorman, Samuel L. Jackson, the late U.S. Congressman John Lewis, Ruby Dee, Danny Glover, Rev. James Lawson, Tyler Perry, then-Senator Barack Obama, Congressman Bennie G. Thompson, Congresswoman Maxine Waters, and former Surgeon General Regina Benjamin.

Vice President Kamala Harris made history as the first woman, Black American, and South Asian American U.S. Vice President. She championed reproductive rights, gun safety, voting rights, and economic opportunity while leading job creation and global diplomacy. Under the Biden-Harris administration, she helped achieve record job growth and cast the tie-breaking votes to pass lower prescription drug costs and historic climate and infrastructure investments. In 2024, she became the first Black and South Asian woman nominated for president by a major party, receiving over 75 million votes in the shortest modern general election campaign.

Previously, as U.S. Senator and California Attorney General, she fought for housing relief, healthcare access, and criminal justice reform. Born in Oakland, she was inspired by activist parents and remains committed to justice, equality, and uplifting the next generation of leaders, embodying her mother's advice: "You may be the first, but make sure you are not the last."

"Vice President Kamala Harris is more than a leader - she is a force of change, driven by an unwavering passion to shape a brighter, more equitable future. It is with great honor that we present her with the Chairman's Award at this year's NAACP Image Awards, celebrating her relentless dedication to justice, equality, and the betterment of our society," said Leon W. Russell, Chair, NAACP National Board of Directors. "Her legacy is built on courage, compassion, and a profound commitment to uplifting those who need it most. Her tireless advocacy for the most vulnerable among us has made her a beacon of hope and progress."

"Vice President Harris is deeply deserving of the NAACP Chairman's awards for both her historic accomplishments and her incredible legacy of service to America and our community," said Scott Mills, President and CEO of BET Media Group. "It

is a privilege to join the NAACP in recognizing Vice President Harris. Her unwavering commitment to justice, equity, and progress has inspired millions, and her journey is a powerful testament to that which can be achieved through resilience, strength, and brilliance.

“Vice President Harris embodies the power, grace, and unyielding courage that Black women have long brought to the heart of the United States,” said Derrick Johnson, NAACP President and CEO. “With bold determination, Vice President Harris fights for justice, amplifies the voices of the marginalized, and stands as a beacon of hope. She embodies the resilience and brilliance of Black women, uplifting their legacy as the driving force behind change in this country. VP Harris reminds us all that when Black women lead, the entire nation rises.”

BET and the NAACP remain committed to celebrating Black excellence and resilience through the “56th NAACP Image Awards.” Their support extends to the Altadena, Pacific Palisades, and Pasadena communities affected by the recent wildfires. As part of these efforts, BET Media Group, NAACP, JSSK and WME have partnered with LA County and in collaboration with local community organizations such as Community Aid Dena, Altadena Heritage, and WalkGood LA, to launch the Altadena Community Preservation Fund, aimed at to protect homeowners from displacement and preserve the community’s cultural heritage.

Winners will be revealed during the “56th NAACP Image Awards” telecast on Saturday, February 22, live from the Pasadena Civic Auditorium at 8:00 PM ET/PT on BET and CBS. This year, the broadcast will be extended 30 minutes to 2.5 hours. NAACP will also recognize winners in non–televised Image Awards categories virtually on Tuesday, February 18 and Wednesday, Feb 19 at youtube.com/naacpimageawards and at the 56th NAACP Image Awards Creative Honors Friday, February 21. For information and updates, please follow NAACP Image Awards on Instagram @NAACPImageAwards.

The “56th NAACP Image Awards” is supported by the following sponsors: Wells Fargo (Image Awards Week Presenting Sponsor); Google; P&G; Airbnb; Bank of America; Diageo; Sanofi; Amazon; Coca-Cola; and FedEx. Our partners include: L'Oréal; Onyx Impact; Entergy; Alpha Phi Alpha Fraternity, Inc.; American Airlines; Intuit; Edelman; Uncle Nearest; Hyatt; and Variety Magazine.

Globally recognized as one of the most distinguished multicultural awards shows, the “56th NAACP Image Awards” will continue a tradition of excellence, uplifting values that inspire equality, justice, and progressive change, and highlighting artists committed to that purpose.

One of the most iconic annual celebrations of Black excellence, the NAACP Image Awards draws the biggest and brightest stars in Hollywood. Previous years' attendees and winners include Ava DuVernay, Gabrielle Union, Dwayne Wade, Courtney B. Vance, Sherri Shepherd, Colman Domingo, Mike Epps, Keke Palmer, Taraji P. Henson, Fantasia, Danielle Brooks, Usher, Tyler Perry, Angela Bassett, Damon Idris, Michelle Buteau, Victoria Monét, Viola Davis, Beyoncé, Nicco Annan, Ruth E. Carter, Glynn Turman, Quinta Brunson, Nia Long, Keith David, Jennifer Hudson, Stacey Abrams, Tabitha Brown, Erica Campbell, Chris Brown, Sheryl Lee

Ralph, Zendaya, Yara Shahidi, Issa Rae, Janelle Monáe, Tracee Ellis Ross, Serena Williams, Kerry Washington, Method Man, Dominique Thorne, Austin Scott, Tyler James Williams, Kyla Pratt, Jabari Banks, and many more.

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About NAACP

The NAACP advocates, agitates, and litigates for civil rights due to Black America. Our legacy is built on the foundation of grassroots activism by the biggest civil rights pioneers of the 20th century and is sustained by 21st century activists. From classrooms and courtrooms to city halls and Congress, our network of members across the country works to secure the social and political power that will end race-based discrimination. That work is rooted in racial equity, civic engagement, and supportive policies and institutions for all marginalized people. We are committed to a world without racism where Black people enjoy equitable opportunities in thriving communities.

NOTE: The Legal Defense Fund – also referred to as the NAACP–LDF – was founded in 1940 as a part of the NAACP, but now operates as a completely separate entity.

ABOUT BET Media Group:

The BET Media Group, a unit of Paramount (NASDAQ: PARAA; PARA), is the world's largest media company dedicated to entertaining, engaging, and empowering the Black community and championing Black culture. Connecting Black audiences through a portfolio of brands including BET, BET+, BET Gospel, BET HER, BET International, BET Jams, BET Soul, BET Studios, and VH1, the BET Media Group is a thriving media ecosystem of leading interconnected platforms across cable TV, streaming, digital, studios, live events and international. For more information about BET, visit www.bet.com and follow @BET on social platforms. For more BET news announcements, visit betpressroom.com.

NAACP Image Awards Media Contacts:

Sunshine Sachs Morgan & Lylis | NAACPImageAwards@ssmandl.com

Chloe Duverge | chloe.duverge@bet.net

Aaron Bastian | aaron.bastian@bet.net

Ariana Drummond | ImagePublicist@naacpnet.org