



**50TH NAACP
IMAGE AWARDS**
LIVE MARCH 30TH 9/8C | **TV ONE**
REPRESENT.

SHAWN "JAY-Z" CARTER NAMED PRESIDENT'S AWARD RECIPIENT FOR 50TH NAACP IMAGE AWARDS

NAACP PRESIDENT DERRICK JOHNSON TO PRESENT THE AWARD DURING LIVE TV SPECIAL, MARCH 30, 2019 ON TV ONE

ADDITIONAL PRESENTERS TO INCLUDE VIOLA DAVIS, JOHN LEGEND, ISSA RAE, LUPITA NYONG'O, DANAI GURIRA, AND VAN JONES

LOS ANGELES (March 28, 2019) – The NAACP today announced that globally dominant pop culture icon Shawn "JAY-Z" Carter will receive the prestigious President's Award during the 50th NAACP Image Awards. The President's Award is presented in recognition of a special achievement and distinguished public service with previous recipients including Jesse Jackson, Lauryn Hill, Soledad O'Brien, Colin Powell, Condoleezza Rice, and Muhammad Ali among others. NAACP President Derrick Johnson will present the award to Shawn "JAY-Z" Carter during a LIVE TV special on TV One on Saturday, March 30, 2019 from the Dolby Theatre in Los Angeles, hosted by Anthony Anderson. Newly announced presenters will include Algee Smith, Cynthia Erivo, Danai Gurira, Issa Rae, Jimmy O. Yang, John Legend, Laura Harrier, Lupita Nyong'o, Marsai Martin, Mike Epps, Regina Hall, Ron Stallworth, Sanaa Lathan, Stephan James, Van Jones, Vin Diesel, Viola Davis, and Winston Duke. They join previously announced presenters Chrissy Metz, Kerry Washington, KiKi Layne, Lena Waithe, Letitia Wright, Malinda Williams, Mike Colter, Roshon Fegan, Thandie Newton, Tika Sumpter, and Trevor Noah.

"The President's Award is an honor we carefully bestow upon an individual, maintaining its significance and commitment to recognizing excellence in service that directly affects our community," says Derrick Johnson, President of the NAACP. "Shawn Carter has been committed to shedding light on the issues that plague the black community including systematic racism and unjust treatment under the law, utilizing his global platform to create everlasting change. There is no better time than now, as we celebrate our 50th year, to honor him with this award."

Shawn "JAY-Z" Carter is the first hip-hop artist to be inducted into the Songwriters Hall of Fame and also a 22-time GRAMMY award-winner. Outside of his musical achievements which also include selling over 100 million albums worldwide, serving as President of Def Jam Recordings, being co-owner of global streaming service TIDAL, and owning and curating "Made In America" festival, he also excels in his business ventures which include acquiring luxury spirits brands Armand De Brignac and D'usse and his role as majority owner in the 40/40 sports clubs. Carter

also launched Roc Nation Sports in 2013, whose roster includes three-time NBA scoring champion and Golden State Warriors star Kevin Durant and New York Mets MLB All-Star Robinson Canó.

Shawn "JAY-Z" Carter continues to use his platform for social good, intertwining his art and activism, through the work of his Shawn Carter Foundation and serving as Co-Founder of The REFORM Alliance. He was instrumental in bringing to life *Rest in Power: The Trayvon Martin Story*, which shed deeper light on the impact of the verdict felt round the world, a mini-series on the tragic effect of solitary confinement as seen through *TIME: The Kalief Browder Story*, and also the animated documentary short, *The War on Drugs is an Epic Fail*, highlighting the unjust treatment of people of color, specifically blacks and latinos, as it relates to drug related crimes.

Winners for the 50th NAACP Image Awards will be revealed during the LIVE TV special airing on TV One on Saturday, March 30, 2019 at 9pm/8c from the Dolby Theatre in Hollywood. As previously announced, Congresswoman Maxine Waters will be honored with the NAACP Chairman's Award and radio legend Tom Joyner will receive the Vanguard Award. In addition to the live telecast, TV One will also air the 50th NAACP Image Awards Tribute Special, sponsored by Toyota, immediately preceding the show at 8pm/7c.

The 50th NAACP Image Awards production team includes: Executive Producers Reginald Hudlin and Phil Gurin; Director, Tony McCuin; Co-Executive Producer, Byron Phillips; Producer, Robin Reinhardt; and Executive in Charge of Production, Rachel Frimer.

For all information and the latest news, please visit the official NAACP Image Awards website at www.naacpimageawards.net or on Facebook at naacpimageaward and Twitter @naacpimageaward (#ImageAwards50).

About NAACP

Founded in 1909, the NAACP is the nation's oldest and largest nonpartisan civil rights organization. Its members throughout the United States and the world are the premier advocates for civil rights in their communities. You can read more about the NAACP's work and our six "Game Changer" issue areas at NAACP.org.

About TV One

Launched in January 2004, TV One serves 59 million households, offering a broad range of real-life and entertainment-focused original programming, classic series, movies and music designed to entertain and inform a diverse audience of adult black viewers. The network represents the best in black culture and entertainment with fan favorite shows *Uncensored*, *Unsung*, *Rickey Smiley For Real*, *Fatal Attraction* and *The NAACP Image Awards*. In addition, TV One is the cable home of blockbuster drama *Empire*. TV One is solely owned by Urban One, Inc., formerly known as Radio One, Inc. [NASDAQ: UONE and UONEK, www.urban1.com], the largest African-American owned multi-media company primarily targeting Black and urban audiences.

For more information about TV One's upcoming programming, including original movies, visit the network's companion website at www.tvone.tv. TV One viewers can also join the conversation by connecting via social media on Twitter, Instagram and Facebook (@tvonetv) using the hashtag #ImageAwards50.

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