



Hollywood Life
by Bonnie Fuller

Forbes

**HOLLYWOOD LIFE ANNOUNCES THEIR FIRST EVER GENNEXT HONOREES IN PARTNERSHIP
WITH SHE RUNS IT & FORBES**

*Hollywood Life, She Runs It, & Forbes Join Forces to Celebrate Young Women Who Are The Next
Generation of Leaders in the Entertainment, Marketing and Media Industries*

New York, NY (September XX, 2018) – Hollywood Life is proud to announce their first ever honorees for the GenNext Awards in partnership with She Runs It and Forbes. Hollywood Life's honorees include **Phillipa Soo** (HAMILTON), **Kayli Carter** (GODLESS, PRIVATE LIFE), **Ashley Nicole Black** (FULL FRONTAL WITH SAMANTHA BEE), **Mandi Madsen** (SAINT JOAN), **Tiler Peck** (BALLET NOW), and **Harley Quinn Smith** (ALL THESE SMALL MOMENTS).

Now in its 3rd year, the GenNext Awards honor women under 35 who have made noteworthy accomplishments in their respective careers. Hollywood Life, She Runs It, & Forbes are coming together to recognize and celebrate the inspirational young women in the entertainment, marketing and media industries who have proven themselves to be the next generation of leaders. Proceeds from the event will support the work of She Runs It, which is a 501C3 organization devoted to helping women lead at every level of marketing and media.

"Hollywood Life is thrilled to partner with She Runs It and Forbes by participating in this year's GenNext Awards and honoring young women in front of and behind the camera in the entertainment industry," said Bonnie Fuller, President and Editor-in-Chief of HollywoodLife.com. "Our honorees are pioneers in the entertainment space, proving themselves to be the next generation of leaders through their impressive work. We're excited to be able to showcase the talents of these amazing young women."

Previously announced GenNext honorees in the marketing and media industries include **Emily Giannusa**, Director of Digital & Social Media at HBO; **Tracy Keller**, Senior Account Executive at Disney; **Melanie Deziel**, Founder of StoryFuel; **Lindsay Farrell**, Senior Marketing Manager of FreshDirect; **Nancy Hoque**, Product Marketing Manager of Symantec; **Natasha Maasri**, Creative Director of The&Partnership; and **Lindsey Schmidt**, Managing Director at mcgarrybowen.

"A core component of our remit is to shine a spotlight on remarkable women whose accomplishments and experiences can serve as a beacon to other women – and men – in our industry," said Lynn Branigan, President and CEO of She Runs It. "These 13 women are all stars who demonstrate every day the incredible accomplishments of women leaders. They enrich the organizations they serve and light the way for others who learn from their examples and get inspiration from their successes."

The 3rd annual GenNext Awards will be held on **September 13, 2018 from 6:00-8:30PM** at Forbes on 5th in New York. The keynote speaker will be **Seema Bansal**, Founder of Venus Et Fleur. Tickets for She Runs It members and non-members can be purchased [here](https://sherunsit.org/event/event-2018-gennext-awards/):
<https://sherunsit.org/event/event-2018-gennext-awards/>.

ABOUT HOLLYWOODLIFE.COM

HollywoodLife.com is your digital destination for the very latest celebrity, entertainment, pop culture, fashion, beauty, fitness, women's issue, and political news.

Launched in 2009 by legendary Editor-in-Chief Bonnie Fuller, and PMC CEO Jay Penske, HollywoodLife.com, is part of Penske Media Corporation and has editorial teams based in both Los Angeles and New York City. Sister PMC sites include Variety, Rolling Stone, Deadline Hollywood,TVLine, Indiewire, Women's Wear Daily, Gold Derby, SheKnows, and Robb Report.

HollywoodLife.com's team of writers, reporters, and editors regularly break exclusive and impactful news stories. From interviews with top celebrities, film directors, showrunners, reality stars, sports figures, and politicians, to on-the-record testimonials from social activists, law enforcement officials, expert attorneys, doctors, psychologists and more, HollywoodLife.com is committed to delivering a comprehensive overview of news that matters to millennial women.

HollywoodLife.com also delivers exciting entertainment content via the HollywoodLife YouTube channel, our three Facebook pages, our Instagram and Twitter feeds. The site itself also features exclusive TV show previews and film clips, plus our own exclusive news videos. In 2015, HollywoodLife launched a popular weekly podcast that features weekly news updates and interviews with the hottest stars.

HollywoodLife.com recently launched its own APP, available to download for free at the Apple App Store, and on Amazon and Google Play.

ABOUT SHE RUNS IT

Founded in 1912 as Advertising Women of New York (formerly AWNY), She Runs It exists to pave the way for more women to lead at every level of marketing and media. With chapters in New York and Chicago, membership stands at over 1,800 women, men and corporate alliance partners.

Through the GenNext Awards, She Runs It seeks to honor inspirational young talent on the front lines of business in marketing and media. Proceeds from this event will support the work of She Runs It, which is a 501C3 organization, including the 50 programs they host per year for women at each career stage.

The She Runs It organization is known for giving back to their community in a variety of ways. The She Runs It 1:1 mentoring program, now in its 22nd year, pairs 800 mentors and mentees for year round support. The She Runs It Education Loan Relief program pays off the student loan debt for deserving young women in marketing and media. Instituted in 2012 when they celebrated their 100th anniversary as an organization, She Runs It has since paid off \$560,000 in loans for 56 female members of their

organization. In December 2017 She Runs It launched the Inclusion and Diversity Accountability Consortium (IDAC) which provides the first industry benchmarking tool in marketing and media to help companies measure progress in inclusion, representation and best practices.

To learn more about She Runs It, visit SheRunsIt.org.

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