



**FOR IMMEDIATE RELEASE**

Jan. 22, 2025

## **NOMINEES FOR THE MAXWELL WEINBERG AWARD FOR MOTION PICTURE PUBLICITY CAMPAIGN ANNOUNCED BY ICG**

**LOS ANGELES** – The Publicists of the [International Cinematographers Guild](#) (ICG, IATSE Local 600) have announced the nominees for the Maxwell Weinberg Award for Motion Picture Publicity Campaign, a category honored during the annual ICG Publicists Awards.

Celebrating outstanding achievement in motion picture publicity by members of the union, the winner will be announced during the awards luncheon on Friday, Feb. 28, 2025, at the Beverly Wilshire Hotel in Beverly Hills.

### **2025 MAXWELL WEINBERG AWARD FOR MOTION PICTURE PUBLICITY CAMPAIGN NOMINEES:**

***Bad Boys: Ride or Die*** – Sony Pictures Entertainment

***Beetlejuice Beetlejuice*** – Warner Bros. Pictures

***Deadpool & Wolverine*** – Marvel Studios / Walt Disney Studios

***Emilia Pérez*** – Netflix

***Gladiator II*** – Paramount Pictures

***The Strangers: Chapter 1*** – Lionsgate

***Wicked*** – Universal Pictures

“We’re delighted to celebrate the Local 600 publicists who worked on these outstanding films,” say Tim Menke and Sheryl Main, joint chairs of the ICG Publicists Awards committee. “Their tireless creativity shines a light on the year’s best films, ensuring these important stories find their audience.”

The final winners of the ICG Publicists Awards are determined via an online ballot of the ICG publicists membership, during the voting period Jan. 23 - Jan. 30, 2025.

### **ABOUT THE ICG PUBLICISTS AWARDS:**

Entertainment publicists first formed a union in 1937 as the Screen Publicists Guild, later becoming the Publicists Guild. In 2002, the Publicists Guild merged with the International Cinematographers Guild (IATSE Local 600). The first Publicists Awards Luncheon was held in 1964 and has since grown to an event

attended annually by some 800 publicists, press, motion picture and television industry leaders, and other IATSE leaders. Motion Picture and Television Showperson Awards and Lifetime Achievement Awards have been bestowed upon numerous esteemed actors, directors and executives. Additional awards include the Maxwell Weinberg Publicist Award for a Television Campaign and for a Motion Picture Campaign, Les Mason Award for Career Achievement in Publicity, Bob Yeager Award for Community Service, Publicist of Year, Press Award, International Media Award and Excellence in Unit Still Photography for both Motion Pictures and for Television. The Guild also publishes the Annual ICG Publicists Membership Directory.

**ABOUT THE INTERNATIONAL CINEMATOGRAPHERS GUILD (ICG) IATSE LOCAL 600:**

The International Cinematographers Guild represents approximately 10,000 members who work on feature films, television, streaming, commercials, news broadcast, documentaries and industrials as directors of photography, visual effects supervisors, camera operators, camera assistants, loaders, utilities, still photographers, digital imaging technicians, video controllers and publicists. The first cinematographers union was established in New York in 1926, followed by unions in Los Angeles and Chicago, but it wasn't until 1996 that Local 600 was born as a national guild. In addition to its work organizing, bargaining and enforcing contracts, advocating for legislation that serves working families, training and mentorship, ICG's ongoing events include the Emerging Cinematographer Awards and the ICG Publicists Awards Luncheon. The Guild also publishes the award-winning [ICG Magazine](#).

<p><b><u>FOR MORE ABOUT THE PUBLICISTS AWARDS:</u></b></p> <p><b>Visit:</b>  <a href="https://www.icg600.com/ABOUT-US/Awards/Publicists-Awards">https://www.icg600.com/ABOUT-US/Awards/Publicists-Awards</a> #PublicistsAwards</p>	<p><b><u>FOR PRESS &amp; ADDITIONAL INFORMATION:</u></b></p> <p><a href="#">EBComs PR</a>   Public Relations  <b>Ranjinder Hans</b>, <a href="mailto:ranjinder@ebcoms.com">ranjinder@ebcoms.com</a>  <b>Mackinley Sullivan</b>, <a href="mailto:mackinley@ebcoms.com">mackinley@ebcoms.com</a></p>
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