Xosha Roquemore to Host WIF Annual Gala presented by Max Mara on June 12 at The Beverly Hilton Hotel

WHO: The 2019 Women In Film Annual Gala Honorees are:

- **The Women In Film Entrepreneur in Entertainment Award** – AMY POEHLER  
  - Presented by NATASHA LYONNE
- **The Women In Film Emerging Entrepreneur Award** – ISSA RAE
- **The Women In Film Max Mara Face of the Future Award** – ELIZABETH DEBICKI  
  - Presented by MARIA GIULIA MARAMOTTI, Vice President US Retail and Global Brand Ambassador, Max Mara
- **The Crystal Award for Advocacy in Entertainment** – CATHY SCHULMAN  
  - Presented by VIOLA DAVIS
- **Women In Film Members’ Choice Award** – Announced at the event  
  - Presented by LAKE BELL
- **Inaugural Class of ReFrame Rise Directors** – Announced at the event  
  - Presented by KYRA SEDGWICK


WHAT: Since 1977, Women In Film, Los Angeles has annually honored outstanding women in the entertainment industry who have broken ground and excelled in their chosen fields. Formerly named the Crystal + Lucy Awards®, the annual benefit on Wednesday, June 12 supports WIF LA’s educational and philanthropic programs and its advocacy for gender parity for women throughout the industry.

This year’s Women In Film Annual Gala will debut new awards honoring women whose entrepreneurial strides are creating opportunities for more women to succeed in careers in the screen industries. The Gala’s new top honors include the **WIF Entrepreneur in Entertainment Award**, the **WIF Emerging Entrepreneur Award**, and the **WIF Members’ Choice Award**. Additionally, ReFrame, a collaborative initiative of WIF LA and Sundance Institute, will introduce the **ReFrame Rise Directors Program** at the event.

The Women In Film Annual Gala is presented by sponsor Max Mara for the 17th year with additional support from partners Delta Air Lines and Lexus. The event is designed and produced by Carleen Cappelletti of Anchor Street Collective.

For more information, visit [www.wif.org](http://www.wif.org), follow @WomenInFilm on Twitter, @WomenInFilmLA on Instagram, or use the hashtag #WIFGala.

WHERE: The Beverly Hilton, 9876 Wilshire Boulevard, Beverly Hills, CA

WHEN: **Wednesday, June 12, 2019**

5:00 PM - Press Check-In
5:30 PM - Red Arrivals Begin / Cocktails
MORE: About Women In Film, ReFrame, and the Awards

Women In Film advocates for and advances the careers of women working in the screen industries—to achieve parity and transform culture. Founded in 1973, Women In Film supports all women working in film, TV, and digital media from emerging to advanced career. Our distinguished programs include: mentoring, speaker & screening series, production training program, writing labs, film finishing funds, legal aid and an annual financing intensive. Women In Film advocates for gender parity through research, education and media campaigns. Women In Film honors the achievements of women in Hollywood through the legacy series, annual Emmy and Oscar parties and our signature event, the Women In Film Annual Gala. Membership is open to all media professionals and more information can be found on our website: wif.org. Follow Women In Film on Facebook, Instagram, Twitter, and YouTube.

Founded and led by Women In Film and Sundance Institute, ReFrame employs a unique strategy, a peer-to-peer approach, in which ReFrame Ambassadors engage with senior, industry decision-makers at over 50 Partner Companies to implement ReFrame programs. The initiative’s goals are to provide research, support, and a practical framework that can be used by Partner Companies to mitigate bias during the creative decision-making and hiring process, celebrate successes, and measure progress toward a more gender-representative industry on all levels. For more information download the ReFrame Culture Change Handbook or visit ReFrameProject.org. ReFrame is made possible by support from The Harnisch Foundation; IMDbPro; Melanie Backer—Backer Charitable Trust; Hulu; Mercer; the Women at Sundance Leadership Council: Ruth Ann Harnisch, Katy Drake Bettner, Barbara Bridges, Abigail Disney, Cristina Ljungberg, Ann Lovell, Susan Bay Nimoy, Patty Quillin, Brenda Robinson, Kimberly Steward, Lynda Weinman, and Jenifer Westphal; Delta Air Lines; Zola Mashariki; and an anonymous donor. Special support provided by the Academy of Motion Picture Arts and Sciences.

The Women In Film Entrepreneur in Entertainment Award celebrates the ongoing achievements of an individual whose work nurtures the advancement of their female collaborators. Integral to the conscientiousness of the recipient’s professional endeavors are principles accordant with the mission of Women In Film. Just as their creative output is shaping the landscape of high-quality stories and entertainment, their influence is benefitting the conversation about gender parity in our industry.

The Women In Film Emerging Entrepreneur Award honors a promising talent in the fields of film, television, and/or digital media, whose professional pursuits are resulting in progress for the next generation of talented women. Its recipient has demonstrated a foundation for her career comprising of accomplishments marrying creative achievements and business acumen.

The Women In Film Max Mara Face of the Future Award®, inaugurated at Women In Film’s 2006 Crystal + Lucy Awards®, is given to an actress who is experiencing a turning point in her career through her work in the film and television industries, through her contributions to the community at large, in recognition of her outstanding achievements, and her embodiment of style and grace. Past recipients include Alexandra Shipp, Zoey Deutch, Natalie Dormer, Kate Mara, Rose Byrne, Hailee Steinfeld, Chloë Grace Moretz, Katie Holmes, Zoë Saldana, Elizabeth Banks, Ginnifer Goodwin, Emily Blunt, and Maria Bello.

The Crystal Award for Advocacy in Entertainment is a reenvisioning of the iconic Crystal Award, which was established in 1977 to honor outstanding women who, through their endurance and the excellence of their work, have helped to expand the role of women within the entertainment industry. With this new clarification of the award’s identity, Women In Film is continuing the tradition of celebrating those who, through their success, are creating increased opportunities for the advancement of women working throughout the screen industries: in front of and behind the camera.

The Women In Film Members’ Choice Award is a new opportunity for WIF LA members at all levels to participate in the recognition of a singular talented woman making her mark on the entertainment landscape. As a response to the oversight of female directors in almost every major awards show earlier in the season, this award’s inaugural focus is women directors whose narrative features had a U.S. theatrical release in 2018.
About the Sponsors

**Max Mara**, founded in 1951 by the late visionary Achille Maramotti, epitomizes Italian luxury and style. A contemporary collection of ready-to-wear and accessories for the confident woman, Max Mara is the premier offering within the Max Mara Fashion Group consisting of sophisticated silhouettes and couture details achieved through masterful design. Recognized for its timeless sensibility and constructed from the most luxurious fabrics, Max Mara is revered for the classification of the coat, sharp suiting and elegant accessories. Max Mara is available in 2,600 locations in more than 100 countries worldwide. The Max Mara Fashion Group counts nine different brands under its ownership. The company remains privately held and managed by the Maramotti family.

**Delta Air Lines** serves more than 180 million customers each year. In 2018, Delta was named to Fortune’s top 50 Most Admired Companies in addition to being named the most admired airline for the seventh time in eight years. With an industry-leading global network, Delta and the Delta Connection carriers offer service to 312 destinations in 55 countries on six continents. Including its worldwide alliance partners, Delta offers customers more than 15,000 daily flights. Delta has invested billions of dollars in airport facilities, global products and services, and technology to enhance the customer experience in the air and on the ground. Additional information is available on the Delta News Hub and delta.com.

**Lexus’** passion for brave design, imaginative technology, and exhilarating performance enables the luxury lifestyle brand to create amazing experiences for its customers. Lexus began its journey in 1989 with two luxury sedans and a commitment to pursue perfection. Since then, Lexus has developed its lineup to meet the needs of global luxury customers in more than 90 countries. In the United States, Lexus vehicles are sold through 241 dealers offering a full lineup of luxury vehicles. With six models incorporating Lexus Hybrid Drive, Lexus is the luxury hybrid leader. Lexus also offers eight F SPORT models and two F performance models. Lexus is committed to being a visionary brand that anticipates the future for luxury customers.

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