



will.i.am NAMED 2013 HONORARY CLIO AWARDS WINNER

Inimitable visionary distinguished for unconventional work and inventive thinking

Eric Stonestreet, Emmy-winning actor ("Modern Family") named emcee of the event, taking place at the American Museum of Natural History on May 15 in New York City

NEW YORK (Apr. XX, 2013) -- The CLIO Awards, among the world's most esteemed international advertising, design and communications competitions, today announces artist will.i.am as this year's honorary CLIO Award winner, recognized for a career of inspired creative work. The award, which celebrates the work and talent of those who push the boundaries of creativity in advertising and beyond, will be presented as part of the 54th annual ceremony, taking place on May 15th at the American Museum of Natural History in New York City.

"will.i.am has not only mastered music but has transcended his art form, extending his boundless creativity into areas including politics, technology and philanthropy," said Nicole Purcell, executive director, CLIO Awards. "will.i.am embodies all of the values the CLIOs represent by inspiring change and encouraging us to think differently."

Musician, entrepreneur, content creator and philanthropist will.i.am became famous for his Grammy-winning hits as a lead singer of The Black Eyed Peas, but his creative prowess has also earned him accolades like an Emmy nod and an executive leadership position at Intel. As an entrepreneur, he is the creator of the i.am+ foto.sosho camera phone accessory, part of the i.am.plus company, and he is a founding shareholder of BEATS Electronics. He also launched a sustainable lifestyle brand – EKOCYCLE – with Coca-Cola and is the Director of Creative Innovation at Intel. His vision behind the "Yes We Can" music video, featuring Barack Obama, earned him an Emmy Award and he is the first to debut a song from outer space, made to celebrate the successful landing of NASA's Curiosity rover on Mars. As a philanthropist, will.i.am started the i.am.angel foundation, which strives to create opportunity by providing funding for other charitable activities, such as i.am.College Track, i.am.scholarship, i.am.STEAM and i.am.home. As part of his foundation, he also hosts the annual TRANS4M Conference & Benefit Concert during Grammy week.

Also announced today, Eric Stonestreet, who plays Cameron Tucker on ABC's hit comedy series "Modern Family," has been named 2013 CLIOs host. His ad resume includes dozens of national commercials for brands like FedEx, IBM, Diet Pepsi, Discover, Jack in the Box, Volkswagen and Coors Light. He has worked with legendary film makers Joe Pytko, Michael Bay and Errol Morris, and he has appeared in spots alongside figures such as Steve Carell, Donovan McNabb and Bob Dole.

will.i.am will join 2012 honorary CLIO Awards winners Annie Leibovitz and Anthony Bourdain as part of the CLIO Award legacy.

The Coca-Cola Company receives the CLIO Awards' first annual CLIO Brand Icon Award, recognizing brands for continuous and exceptional creative execution over the years.

For more information on the upcoming CLIO Awards, please visit: <http://www.clioawards.com>. Follow the CLIO Awards on your favorite social networks: [Twitter](#), [Facebook](#) and [Pinterest](#).

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The CLIO Awards Mission

Our mission is to honor the groundbreaking work and talent that push the boundaries of creativity. Everything we do is fueled by our passion for celebrating the power of creativity, provoking action and nurturing your vision. As the standard bearer for visionary communications, we award those creators whose work exemplifies inventive thinking. Celebrating Inspiration. Honoring Imagination. Fostering Creativity. This is the very essence of the CLIO Awards.

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About The CLIO Awards

The CLIO Awards is one of the world's most recognized awards competitions for advertising, design and communications. The CLIO Awards has maintained its original commitment to celebrate and reward creative excellence, honoring a powerful form of communication and its impact on modern culture. At the same time, the CLIO Awards remains focused on evolving with the industry in order to acknowledge the most current, breakthrough work. To this day, CLIO's iconic statue is the most widely recognized and coveted symbol of the industry's creative accomplishments.

About Guggenheim Digital Media

Guggenheim Digital Media engages people and marketers at the intersection of culture's most powerful forces—music, media and entertainment. This connectivity makes GDM a potent catalyst in influencing popular culture. Its leading assets include: music (Billboard and its related conferences and events, including the Billboard Music Awards), entertainment (*The Hollywood Reporter*, Backstage, ShowEast, CineAsia and CineEurope); and advertising & marketing (*Adweek*, Adweek Conferences and the CLIO Awards).

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