



## **The Spelling Family to Receive Gracies Lifetime Achievement Award at 35th Annual Gracies Gala**

***Candy Spelling to Attend May 25, 2010 Gala  
at the Beverly Hilton Hotel***

(McLean, VA – May 5, 2010) – [The Alliance for Women in Media](#), formerly known as American Women in Radio and Television (AWRT), is pleased to announce that **The Spelling Family** will receive the highly esteemed 2010 Gracies Lifetime Achievement Award at this year's [Gracie Awards Gala](#) on Tuesday, May 25, 2010 at the Beverly Hilton Hotel.

This award is presented to an organization that has truly changed the landscape for women in media. The Spelling Family was the first to create the mega female superstars in night-time television through smart, innovative programming which attracted a female viewing audience. Spelling's legacy lives on in the countless iconic television shows still being enjoyed today as well as the influence these shows have on today's programming.

The 2010 Gracie Awards Gala will recognize exemplary programming created for women, by women, and about women in all facets of media, including radio, television, cable and digital media. After more than three decades in New York, the Gracies will be delivering its message of empowerment to a Los Angeles audience when the Gracie Awards go Hollywood. And as the Gracies celebrates 35 years of honoring the best and brightest women in news and entertainment, this year's awards ceremony will be recorded for television broadcast.

"Aaron was not only one of the greatest storytellers, but he had a great sense of pop culture and what our society was doing and thinking," explained Candy Spelling. "He was a pioneer in strong and smart roles for women because he thought women were not always getting the credit they deserved. He liked that he could introduce amazing women characters who made an impact on the audience and, in some cases, on society," added Candy Spelling.

"Aaron Spelling's ability to see women in more dynamic roles helped break one dimensional stereotyping for women on television. We look forward to honoring the Spelling family with the prestigious Gracies legacy award this year in Los Angeles," said Cary Broussard, President of Alliance for Women in Media.

Candy Marer (Spelling) learned a lot about life growing up with lessons from television and in particular *I Love Lucy*. This same series taught Aaron Spelling that acting might be a fun career, but perhaps not his life's work. A decade later, the actor/turned writer/producer met the student/model/ youngest department store manager on the fast track to her own decorating business, and the multiple-hyphenates married four years later, never imagining they would later be labeled as Hollywood's "dynasty."

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While Aaron became the prolific television and movie producer -- with hits including *Dynasty*, *Beverly Hills 90210*, *Charlie's Angeles*, *The Mod Squad*, *The Love Boat*, *Fantasy Island*, *Soapdish* and *Mr. Mom*, Candy was running the business side of the growing Spelling Empire and was also Aaron's sounding board, editor and focus group. They had two talented children, daughter Tori destined to perform (despite her parents' logic about avoiding the profession) and Randy who acted occasionally more for fun than as a career path, and now has a successful life coaching practice. Grandchildren Liam and Stella are already veteran performers at ages two and three on their parents' reality show.

After Aaron passed away in 2006, Candy decided to try to carry on the family tradition of telling stories like Aaron did. She wrote a bestselling book, *Stories from Candyland* and co/starred in E! *Bank of Hollywood*. She continues to be involved in the media industry as a writer writes for Yahoo, The Huffington Post, Tmz.com, Los Angeles Confidential, Celebrity Society, momlogic.com, and others as well as producing the new Broadway revival of *Promises, Promises*.

The Gracies are presented by the Alliance for Women in Media Foundation, the philanthropic arm of the Alliance for Women in Media that supports educational programs, charitable activities, public service campaigns and scholarships to benefit the public, the electronic media and allied fields. The Gracie Awards, established in 1975, honors programming and individuals of the highest caliber in all facets of radio, television, cable and web-based media, including news, drama, comedy, commercials, public service, documentary and sports.

The event is made possible through the generous support of the 2010 title sponsor Dove and *The Campaign for Real Beauty* and the following additional sponsors: Arbitron Inc., Beasley Broadcast Group, Inc., Clear Channel Communications, ESPN, Inc., Ford Motor Company Fund, Google, Harpo, Inc., HBO, Katz Media Group, The Loreen Arbus Foundation, National Cable & Telecommunications Association (NCTA), National Public Radio (NPR), NBC Universal, Nickelodeon, VCI Solutions, Turner Broadcasting, Inc. (CNN), Universal Media Studios, WE tv, The Writers and Producers of *HOUSE*. Sponsored tables are available by contacting Gracies Headquarters at 703-506-3290.

To purchase individual tickets and general information about the 2010 Gracies, please visit [www.thegracies.org](http://www.thegracies.org). Seating is limited.

For the most up-to-date, insider information, follow the Gracie Awards on Twitter @thegracies.

**CREDENTIALLED PRESS:** For press information in regard to covering the red carpet and the event, please contact ESP Public Relations at 310-827-9727.

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**About the Alliance for Women in Media:** The year 2010 marks the 59<sup>th</sup> Anniversary of the Alliance for Women in Media (formerly known as American Women in Radio & Television), the longest established professional association dedicated to advancing women in media and entertainment. The Alliance for Women in Media carries forth its mission by educating, advocating and acting as a resource to its members and the industry at large. Founded in 1951, the organization works to improve the quality of electronic media; promote the entry, development and advancement of women in the field; foster communication and idea exchange; and give back to the community we serve.

**About Alliance for Women in Media Foundation:** Alliance for Women in Media Foundation (formerly known as American Women in Radio & Television) is the philanthropic arm of the organization, supporting educational programs, charitable activities, public service campaigns and scholarships to benefit the public, the electronic media and allied fields. The Alliance for Women in Media Foundation has created partnerships and joint-initiatives with the National Middle School Association, the Emma Bowen Foundation, the American Red Cross and other organizations that are philosophically aligned with the mission of the Foundation.

The Foundation supports several public service campaigns including most recently *Empowering America* which pays tribute to many of America's most pioneering and inspiring women. Through this initiative, the Foundation has adopted needy urban middle schools around the country and provided educational donations derived from collateral based on the *Empowering America* program. The Foundation also produces nationally acclaimed recognition programs including the Gracie Awards®, a live gala that awards exemplary programming created for, by, and about women.