

# **BET Networks in Partnership with the National Basketball Players Association to Broadcast 1st Annual "Players' Awards"**

## **BET Productions and Prospect Park to Produce "Players' Awards" Ceremony in July in Las Vegas, NV**

NEW YORK--(BUSINESS WIRE)-- BET Networks announces it will broadcast 1<sup>st</sup> Annual "Players' Awards" in partnership with the National Basketball Players Association (NBPA). Due to an overwhelming response from its members, the National Basketball Players Association (NBPA) decided to launch the 1<sup>st</sup> Annual "Basketball Player Awards" which will tape in Las Vegas, NV in July to air exclusively on BET Networks. In the time honored tradition of identifying excellence through peer review forged by institutions such as the Emmy Awards, The Grammy Awards and The Academy Awards, the "Players' Awards" are voted on by the NBA's active players.

"We at BET pride ourselves on our track record of producing outstanding awards shows and special events and we are thrilled that we'll be working with the National Basketball Players Association to bring what will be a an incredible night of entertainment," said Stephen G. Hill, President of Programming, BET Networks. "This will be a unique show and we are looking forward to being the only network to dedicate a night to recognizing and celebrating the league's most exceptional and rising stars for their extraordinary abilities on the court."

"We are delighted to have BET as our broadcasting partner for the first ever 'Players' Awards' next month," said NBPA Executive Director Michele Roberts. "BET is best-in-class when it comes to award shows, and we are happy that they will be producing this event for the best players in the world".

"Players' Awards" will be presented for the following categories:

- Most Valuable Player
- Best Rookie
- Man of the Year
- Best Defender
- Global Impact Player
- Hardest to Guard
- Clutch Performer
- Coach You Would Want to Play For
- Best Home Court Advantage
- Player You Secretly Wish Was on Your Team

"We are so excited about the Players' Awards...first time ever...and will be aired on BET. It is going to be a GREAT event," said NBPA President Chris Paul.

"This is a historic moment for us as players, and as a union," said Roger Mason, NBPA Deputy Executive Director. "For the first time, our voices will be heard. This is our process and our show. We could not be prouder."

## **ABOUT BET NETWORKS**

BET Networks, a subsidiary of Viacom Inc. (NASDAQ:VIA,VIAB), is the nation's leading provider of quality entertainment, music, news and public affairs television programming for the African-American audience. The primary BET channel reaches more than 90 million households and can be seen in the United States, Canada, the Caribbean, the United Kingdom and sub-Saharan Africa. BET is the dominant African-American consumer brand with a diverse group of business extensions: [BET.com](http://BET.com), a leading Internet destination for Black entertainment, music, culture, and news; Centric, the first network dedicated to Black women; BET Digital Networks - BET Gospel and BET Hip Hop, attractive alternatives for cutting-edge entertainment tastes; BET Home Entertainment, a collection of BET-branded offerings for the home environment including DVDs and video-on-demand; BET Event Productions, a full-scale event management and production company with festivals and live events spanning the globe; BET Mobile, which provides ringtones, games and video content for wireless devices; and BET International, which operates BET in the United Kingdom and oversees the extension of BET network programming for global distribution.

## **ABOUT NBPA**

The National Basketball Players Association (NBPA) is the union for current professional basketball players in the National Basketball Association (NBA). Established in 1954, the NBPA mission is to ensure that the rights of NBA players are protected and that every conceivable measure is taken to assist players in maximizing their opportunities and achieving their goals, both on and off the court. For more information, go to [www.nbpa.com](http://www.nbpa.com).

## **ABOUT PROSPECT PARK**

Prospect Park is a multi-faceted entertainment company working in music, film and television, and sports. Along with successful film and television divisions which include breakout network hits "Salem", "Royal Pains" and "Wilfred," the company's music division boasts such clients as Ice Cube, Azealia Banks, Eden xo, and P.O.D. and the highly successful independent record label, Prospect Park Records.

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Source: BET Networks

News Provided by Acquire Media