



NEWS

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ERA Announces New Name of Annual Awards Program

ARLINGTON, Va. – The [Electronic Retailing Association](#) (ERA) is pleased to announce a new name of the ERA Annual Awards—the [ERA Moxie Awards](#). This is the premier awards program for the direct response (DR) marketing industry where the best in television, radio, online and mobile DR campaigns are recognized across more than 30 categories.

The new name provides the awards program with its own identity, separate from both ERA—the producer of the awards program—and the [ERA D2C Convention](#), where the winners of the awards program are announced at a gala at the conclusion of the event.

“The ERA Moxie Awards is the perfect name for our awards program,” said Julie Coons, ERA’s president and CEO. “I believe that the new name and logo will further enhance the value of the awards program *and* provide additional credibility to the power and success of DR as an accountable and sophisticated marketing method.”

The word “moxie” suggests energy, initiative, determination, skill and the ability to face challenges with spirit and courage—all characteristics that embody the DR marketing industry. ERA worked with acclaimed advertising agency, Frank Strategic Marketing, to create the new name and logo and also received feedback from ERA members including sponsors of the awards gala.

Winners of the awards will be announced at the ERA Moxie Awards Gala on September 23, 2010 at the 2010 ERA D2C Convention at the Wynn Las Vegas. To learn more about the gala and purchase tickets to attend, visit [D2Cshow.org](#).

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About the 2010 ERA D2C Convention

The Electronic Retailing Association's 2010 ERA D2C Convention is the 20th annual show where the industry's top technology innovators, manufacturers, buyers and marketers meet to learn about the hottest trends in the direct-to-consumer marketplace and meet with partners and potential customers to seal critical business relationships. The event will feature more than 3,200 attendees and over 100 exhibitors, a variety of education sessions on industry related topics and expansive networking opportunities, as well as wide variety of events on the tradeshow floor. For more information, please visit www.D2Cshow.org.

About the Electronic Retailing Association

Representing a more than \$300 billion market, the Electronic Retailing Association (ERA) is the only trade association in the U.S. and internationally that represents leaders of the direct-to-consumer marketplace, which includes members that maximize revenues through electronic retailing on television, online and on radio. ERA strives to protect the regulatory and legislative climate of direct response while ensuring a favorable landscape that enhances e-retailers' ability to bring quality products and services to the consumer. ERA members include some of the industry's most prominent retail merchants, including Allstar Products Group, eBay, Discovery Communications, Gaiam, Google, Guthy-Renker Corporation, HSN, Oak Lawn Marketing, QVC, Telebrands, ShopNBC and Thane. For more information about ERA, please visit www.retailing.org.