



## ASIAN AMERICAN BUSINESS DEVELOPMENT CENTER

**For Immediate Release**

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### **Excellence in the spotlight: The Seventh Annual Outstanding 50 Asian Americans in Business Award Calls for 2008 Entries**

New York (Jan 11, 2008) – Imagine a prestigious venue where the best and brightest Asian American professionals from all areas of business can gather in celebration to recognize the remarkable achievements of members from their communities; all in the midst of the watching media. This is the Outstanding 50 Asian Americans in Business Award, both a celebration of accomplishments as well as what cultural diversity can bring to business. And it continues giving due recognition to the accomplishments of those Asian American entrepreneurs and professionals who are not only setting the standard of success, but are redefining it. The call has been issued: the 2008 Outstanding 50 is now open for 2008 nominations and entries. Will you answer it?

Organized by the Asian American Business Development Center (AABDC), the Outstanding 50 is the first and largest business award program of its kind, allowing the best of Asian American business professionals to showcase their achievements and benchmark their successes. "It's a time for the most influential Asian American entrepreneurs to come together in celebration of their accomplishments," said John Wang, President of AABDC. "It's also a part of our efforts to promote and strengthen Asian Americans' voice in the mainstream market, highlighting their achievements and contributions," he added.

The 2008 award program is now open to accept entries until April 2, 2008. Entries can be also submitted online, free of charge, via [www.outstanding50.com](http://www.outstanding50.com).

The award recipients will be unveiled at a glittering gala awards ceremony and dinner at the Waldorf=Astoria Hotel on May 28. Always the Outstanding 50's highlight, the award ceremony and dinner is where the award recipients—in the midst of 800 guests and the eye of the media—are honored. The Outstanding 50's award dinner has also seen the likes of prominent keynote speakers such as US Secretary of Labor Elaine Chao (2007); Senator Hillary Rodham Clinton (2006); and New York State Governor and former New York State Attorney General Eliot Spitzer (2005).

In addition to giving praise for Asian American professionals, the program has a history of acting as an advocacy platform for a various organizations. Through nominating outstanding Asian American executives, many corporations have demonstrated their continuing support of cultural diversity. According to John Wang, "The Outstanding 50 program is as much a celebration of the spirit of cultural diversity as it is a recognition of excellence in business."

Past and present corporate partners include a diverse range of organizations such as Aetna, AIG, Chubb and Son, Colgate-Palmolive, Con Edison, Macy's, IBM, Lehman Brothers, Novartis Pharmaceuticals Corporation, State Farm, Time Warner, and many others.

For more information regarding application or sponsorship, please visit [www.outstanding50.com](http://www.outstanding50.com), or contact the program's designated marketing partner, Fusia Communications, at 718-643-0311.

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