



# THE 38<sup>th</sup> NAACP IMAGE AWARDS®

www.naacpimageawards.net

4929 Wilshire Blvd. | Suite 310 | Los Angeles, CA 90010  
Tel. (323) 938-5268 | Fax (323) 938-5045

**FOR IMMEDIATE RELEASE:**

**MULTI-PLATINUM MEGASTAR  
LL COOL J  
SET TO HOST 38<sup>TH</sup> NAACP IMAGE AWARDS  
FRIDAY, MARCH 2 AT 8:00 PM (ET/PT) LIVE ON FOX**

*NAACP Image Award Honorees include Bill Cosby, Bono and Soledad O'Brien*

LOS ANGELES, CA (February 5, 2007) LL Cool J is set to host The 38th NAACP Image Awards which will air live on Friday, March 2 (8:00 p.m. Live ET/tape-delayed PT) on FOX, it was announced today by Vicangelo Bulluck, executive producer of the telecast.

“We are pleased and honored to have LL Cool J host our first live telecast,” said Bulluck. “His humor, intelligence and incredible talent will make the awards an exciting evening to remember.”

LL Cool J has had unparalleled success in all mediums, including music, film, and television, and has amassed a number of accolades for his work. He is a two-time Grammy Award winner, an NAACP Image Award winner and the recipient of ShoWest's Male Star of Tomorrow, ASCAP's Golden Note Award and a Soul Train Lifetime Achievement Award.

After releasing his first hit, “I Can't Live Without My Radio,” in 1985 when he was just 17 years old, LL quickly developed his own unique style. His first two albums, “Radio” and “Bigger and Deffer,” made him a star, but “Mama Said Knock You Out” established him as one of hip-hop's genuine superstars. He will be releasing his next album, “Exit 13,” in May.

In addition to his music success, LL Cool J starred in his own television sitcom, “In the House,” and appeared in several films including “S.W.A.T.” with Samuel L. Jackson and Colin Farrell, “Last Holiday” with Queen Latifah, Oliver Stone's “Any Given Sunday” and “Deliver Us from Eva” with Gabrielle Union. Also an accomplished author, his fitness book, “LL Cool J's Platinum Workout,” is currently on the New York Times best sellers list.

As previously announced, three outstanding individuals will be honored during the NAACP Image Awards telecast, including CNN anchor Soledad O'Brien, with the President's Award; legendary comedian/actor/author and past Image Awards winner Bill Cosby will be inducted into the Image Awards Hall of Fame; and renowned musician and activist Bono will receive the NAACP Chairman's Award.

Major sponsors of the 38th NAACP Image Awards are FedEx, Verizon and General Motors. Additional sponsors include Allstate Insurance Company, American Airlines, Anheuser-Busch Companies, Ciroc, DaimlerChrysler, Ford Motor Company and Sprint.

More...

**FOX**

## **LL Cool J hosts 38<sup>th</sup> NAACP Image Awards pg. 2**

Founded in 1909, the NAACP is the nation's oldest and largest civil rights organization. Its half-million adult and youth members throughout the United States and the world are the premier advocates for civil rights in their communities, conducting voter mobilization and monitoring equal opportunity in the public and private sectors.

For more information on the NAACP Image Awards, please visit [www.naacpimageawards.net](http://www.naacpimageawards.net).

###

### **Media contacts:**

#### **For NAACP Image Awards:**

The Lippin Group

Jennifer Price

(323) 965-1990

[jprice@lippingroup.com](mailto:jprice@lippingroup.com)

#### **For FOX:**

Nicole Gonzales

(310) 369-0827

[nicole.gonzales@fox.com](mailto:nicole.gonzales@fox.com)