

## **WAWA To Celebrate Seventh Anniversary and Present 'Woman of the Year' Award at MIP CANCUN**



**Paris 17 July – The Worldwide Audiovisual Women's Association (WAWA)** has confirmed a partnership with MIP CANCUN to hold the celebration of its seventh anniversary and presentation of the WAWA Woman of the Year award at the forthcoming 10th edition of the market (15-17 November 2023).

WAWA was created at MIP CANCUN in 2016, and returns to its origins to celebrate the Woman of the Year for the first time in an event open to all participants at the industry's leading audiovisual content and co-production market for the Latin America and the US Hispanic territory.

The event, named "Stronger Together," will take place on Wednesday November 15th in the Cancun Theater of the Moon Palace Hotel & Resort as a prelude to the market's opening party.

The WAWA Woman of the Year is the association's most prestigious award and celebrates the most outstanding professional of the year, based on the values of Leadership, Ethics, Diversity, and Commitment to building and strengthening a more inclusive industry for everyone.

*"Presenting the 'WAWA Woman of the Year' award within the framework of MIP CANCUN reaffirms our purpose, commitment, and vision for Latin America"* said Cecilia Gómez de La Torre, Vice President and Founder.

"At MIP CANCUN, we started with 40 women from Latin America, and today we are more than 450 worldwide, demonstrating that *IN UNITY THERE IS STRENGTH*" said Liliam Hernandez, President and Founder.

"It's a privilege to host such a celebratory and inspiring event to kick off our programme. We are proud to have been the birthplace of WAWA at MIP CANCUN and of our ongoing partnership to progress the values and aims we share" said Maria Perez-Bellière - MIP CANCUN Director.

The selection of the winner of the WAWA Woman of the Year award began in May, with a first round of voting that selected the three nominees. Currently, until the end of July, all active members of the organization are voting for the winning candidate. The result will be announced at the event on November 15th.

Also, WAWA is carrying out the WAWA Business Forum LAB, with the support of the Ibermedia Program, and for the second consecutive year, the WAWA - Lifetime Mentoring Program. Both mentorship programs provide a group of women and emerging talents from the region with different training opportunities to strengthen their audiovisual projects and subsequently present them to a potential co-producer at the November market.

Established across the last decade, and renowned for its signature pre-scheduled matchmaking programme, MIP CANCUN in 2023 is set to welcome back a community of up to 1000 delegates over 40 countries spanning buyers, producers and distributors from global studios and major players, internationally and from across the Americas, all convening in the world's largest production hub for Spanish-language content

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#### **Notes to Editors:**

**About WAWA** - WAWA is a non-profit organization that brings together the most prominent professionals in the audiovisual industry, with over 450 members worldwide. WAWA is present at the most relevant events in the audiovisual business calendar, with a schedule of networking events that promote strategic partnerships and business among its members.

**About MIP Cancun** - MIP Cancun, the leading international content market and conference for Latin American and US Hispanic television, brings together the acquisition, distribution and production communities to develop content deals for the fast growing Latin American and US Hispanic TV markets. [www.mipcancun.com](http://www.mipcancun.com)

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