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INTERNATIONAL CINEMATOGRAPHERS GUILD

PUBLICISTS AWARDS

FOR IMMEDIATE RELEASE

Jan. 14, 2026

ICG SELECTS NOMINEES FOR THE MAXWELL WEINBERG AWARD FOR MOTION PICTURE PUBLICITY CAMPAIGN

Publicists Cynthia Swartz and Pamela Golum To Receive Special Honors

HOLLYWOOD – The Publicists of the [**International Cinematographers Guild \(ICG\)**](#), IATSE Local 600, have selected nominees for the Maxwell Weinberg Award for Motion Picture Publicity Campaign. The winner will be announced during the 63rd Annual ICG Publicists Awards on Friday, March 13, 2026, at the Beverly Wilshire Hotel in Beverly Hills.

The Publicists of the ICG have also named two special award honorees. Cynthia Swartz will receive the Bob Yeager Award for Community Service and Pamela Golum will be honored with the Henri Bollinger Award for Special Merit.

The nominees for the 2026 Maxwell Weinberg Award for Motion Picture Publicity Campaign are:

28 Years Later – Sony Pictures Entertainment

The Housemaid – Lionsgate

KPop Demon Hunters – Netflix

Lilo & Stitch – Walt Disney Studios

Mission: Impossible – The Final Reckoning – Paramount Pictures

Sinners – Warner Bros. Pictures

Wicked: For Good – Universal Pictures

During the luncheon ceremony, Swartz will be presented with the Bob Yeager Award, which honors a member who has distinguished themselves through contributions beyond publicity in service to the greater good. The award honors Swartz's longstanding political activism and her commitment to empowering colleagues throughout the industry. The founder of Strategy PR/Consulting, Swartz is widely recognized for her award-winning campaigns for such films as "The Hurt Locker," "Pulp Fiction," "The English Patient" and "Lady Bird."

The Henri Bollinger Award recognizes a person who epitomizes the definition of special merit in the field of entertainment. This year's recipient, Golum, has spearheaded publicity for Dick Wolf's Wolf Entertainment since 1994, which includes the Law & Order branded series, OneChicago and the FBIs and the new series "CIA." She is also a founding member of The Lippin Group, a prominent independent public relations and marketing firm, formed in 1986, where she has represented numerous high-profile clients over the years.

For more details about the 2026 ICG Publicists Awards, visit:
<https://www.icg600.com/about-us/awards/publicists-awards>

ABOUT THE ICG PUBLICISTS AWARDS:

Entertainment publicists first formed a union in 1937 as the Screen Publicists Guild, later becoming the Publicists Guild. In 2002, the Publicists Guild merged with the International Cinematographers Guild (IATSE Local 600). The first Publicists Awards Luncheon was held in 1964 and has since grown to an event attended annually by some 800 publicists, press, motion picture and television industry leaders, and IATSE leaders. Motion Picture and Television Showperson Awards and Lifetime Achievement Awards have been bestowed upon numerous esteemed actors, directors and executives. Additional awards include the Maxwell Weinberg Awards for Television and Motion Picture Publicity Campaigns, Les Mason Award for Career Achievement in Publicity, Bob Yeager Award for Community Service, Publicist of the Year, Press Award, International Media Award and Excellence in Unit Still Photography Award for both Motion Pictures and for Television. The Guild also publishes the annual ICG Publicists Membership Directory.

ABOUT THE INTERNATIONAL CINEMATOGRAPHERS GUILD (ICG) IATSE LOCAL 600:

The International Cinematographers Guild represents approximately 9,000 members who work on feature films, television, streaming, commercials, news broadcast, documentaries and industrials as directors of photography, visual effects supervisors, camera operators, camera assistants, loaders, utilities, still photographers, digital imaging technicians, video controllers and publicists. The first cinematographers union was established in New York in 1926, followed by unions in Los Angeles and Chicago, but it wasn't until 1996 that Local 600 was born as a national guild. In addition to its work organizing, bargaining and enforcing contracts, advocating for legislation that serves working families, training and mentorship, ICG's ongoing events include the Emerging Cinematographer Awards and the ICG Publicists Awards Luncheon.

<u>FOR MORE ABOUT THE PUBLICISTS AWARDS:</u>	<u>FOR PRESS & ADDITIONAL INFORMATION:</u>
<p>Visit: #PublicistsAwards</p>	<p>EBComs PR Public Relations Ranjinder Hans, ranjinder@ebcoms.com Mackinley Sullivan, mackinley@ebcoms.com</p>
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