

Sheeraz Hasan Appointed 'Hollywood Ambassador to Bollywood' at the 2005 Bollywood Awards

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([PRWEB](#)) May 6, 2005 -- In a star-studded ceremony attended by 5000 VIP guests, Los Angeles-based media mogul and CEO of Internet entertainment portal 'Hollywood.tv' Sheeraz Hasan was appointed 'Hollywood Ambassador to Bollywood' at the 2005 Bollywood Awards- India's version of the Oscars. The annual awards were held in Atlantic City's Taj Mahal Casino, and featured some of India's biggest stars performing and presenting awards celebrating the work of Indian and international entertainment artists. Awarded alongside Sheeraz were Shahrukh Khan, India's most famous leading man, Rani Mukherjee, one of the most famous Bollywood Actresses, and Yash Chopra, who is considered the Steven Spielberg of India. Also honored was American TV legend David Hasselhoff, whose classic television series 'Knight Rider' and 'Baywatch' are extremely popular in India.

Presenting the award to Sheeraz, Bollywood Awards chairman Kamal Dandona said: "It is part of our mandate to represent the Indian film industry abroad, and build synergy where possible between Bollywood and the many national film industries of the world by appointing individuals to facilitate harmonious interaction and communication. As the founder and CEO of Hollywood.tv, (Sheeraz) has already created an online portal for Hollywood entertainment, bringing Internet users a direct line to the entertainment capitol of the world. As the Hollywood Ambassador to Bollywood, he will further bring the two largest film-producing centers of the world into direct contact, and enhance the collaboration between Indian and American filmmakers and artists."

Sheeraz is no stranger to such accolades, having founded his successful company, Tinseltown Entertainment, Inc., on the principle of building a bridge between Hollywood and Bollywood. Last year, at the 2004 Bollywood Awards, his efforts were rewarded when he was given the prestigious 'American Dream' Award, in recognition of his triumph and accomplishments in the entertainment industry. Since then, his journey has brought him full circle, from reporting on the headlines to making them himself. He has garnered scores of awards for his successful media ventures, and his highly anticipated autobiography will be released this summer. His appointment as ambassador illustrates just how far he has come, from arriving in America two years ago with nothing to becoming one of the shining stars of the international entertainment industry.

"Being appointed ambassador is not something I take lightly," said Sheeraz from his Beverly Hills offices. "I am of course honored and grateful that I was chosen; I think I am in a unique position to represent Hollywood in Bollywood and elsewhere in South Asia, being myself a South-Asian who has managed to achieve success here. This is the most competitive business environment in the world, by any measure, and I think both industries could learn a great deal from each other. The opportunities for artistic and business growth



are very exciting.

The Bollywood Awards were telecast to an audience of over 250 million people around the world. For more information, visit www.bollywoodawards.com or visit Sheeraz's website at www.Sheeraz.com.

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