

**NEWS RELEASE For Immediate Release: March 5, 2007**

**Fargo, N.D.:** The Advertising Federation of Fargo Moorhead (FM AdFed) has honored John Borge, one of the most respected photographers in the profession, with its prestigious Silver Medal Award. The award, given to only one individual each year, was presented during the 50<sup>th</sup> annual FM AdFed ADDY® Awards on February 23.

The Silver Medal Award recognizes the best of the best in the region's advertising, marketing and communication industries. Recipients have made outstanding contributions to their professions and have been active in furthering the industry's standards, creative excellence and responsibility in areas of social concern.

Borge graduated from Concordia College, Moorhead, Minn. with an art history degree in 1979. He has worked professionally for 25 years as a photographer, designer and art director. Borge has been employed at Bill Snyder Films, Fargo, No. Dak., and Concordia College. Currently, he is president of John Borge Studios, Fargo, No. Dak.

Borge produces original photography for corporate, editorial and advertising publications, regionally as well as on an international scale. His assignments include location assignments to destinations such as Paris, Rome, Budapest and Russia.

John and his wife, Kathy, also own fargostuff.com, a Web store that sells artwork produced by Borge and 50 other Fargo-based artists, as well as gift items unique to the city of Fargo. The Borges have two children and reside in Fargo.

FM AdFed, one of 210 American Advertising Federation affiliates, strives to enhance advertising, marketing and communications by supporting and recognizing its diverse membership and their contributions to the Red River Valley's vitality, economy and culture. It is open to anyone in a communication-related field.

END

For More Information:

Barb Redinger, President, 701-280-1768

Brian Meckler, Second Vice President, 218-284-1111