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**FOR IMMEDIATE RELEASE**

### **2010 ADDY Awards Presented**

**Fargo, N.D.** (March 1, 2010) The American Advertising Federation of North Dakota (AAF-ND) announced the winners of its 2010 ADDY Award contest at a ceremony Feb. 25, 2011, in Fargo. More than 530 entries were judged by a panel of out-of-state judges, who awarded 72 Gold ADDY Awards and 94 Silver ADDY Awards to the most creative, original and effective work from across the state.

Best of Show went to Absolute Marketing Group for a multiple-page newspaper ad created for 99 Bottles. Other top honors included three Judge's Choice awards: a "BBQ Bootcamp" book created by Flint Communications for NDSU Athletics; a direct mail campaign created by NDSU's Publications Services department for the NDSU Office of Admission; and a photography campaign created by Flint Communications for Brushvale Soy Products. There was a tie for student Best-of-Show – Amber Power, a student at Minnesota State University Moorhead, won for her magazine ad campaign, and Dominic Brouillard, also of MSUM, won for his mixed media campaign.

The ADDY Awards, a program of the American Advertising Federation (AAF), is the only creative awards program administered by the advertising industry for the industry. Each year, AAF members from around the country enter more than 60,000 samples of their best work, making the ADDYs the world's largest advertising competition. Gold winners from the North Dakota contest advance to the District 8 competition, which includes all local winners from North Dakota, South Dakota, Minnesota and Wisconsin. Gold winners at this level advance to the national competition. Entries are judged in diverse categories such as sales promotion, interactive media, print, radio and television advertising, as well as categories for work completed by area college students.

For a complete list of AAF-ND ADDY Award winners, see [www.aaf-nd.org](http://www.aaf-nd.org).

AAF-ND, one of 210 local American Advertising Federation affiliates, is a nonprofit, professional trade association serving the local advertising, marketing and communications community

including agencies and marketing service firms, advertisers, media, suppliers and students. For over 50 years AAF-ND has strived 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. The organization is open to anyone in a communication-related field. For more information on the organization please visit [www.aaf-nd.org](http://www.aaf-nd.org).

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