

FMAD FED

The Advertising Federation of Fargo-Moorhead

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FOR IMMEDIATE RELEASE

FM AdFed PRESENTS THE 52nd ANNUAL ADDY® AWARDS Advertising, Marketing Pros Honor the Best in Their Industry

Fargo, N.D. (February 27, 2009) – Area advertising and marketing professionals hope to take home Gold and Silver with their best work from 2008 during the 52nd Annual ADDY® Awards on Friday, February 27, at the Holiday Inn, Fargo. The ADDY Awards, a program of the American Advertising Federation, honor excellence in advertising and cultivate the highest creative standards among advertising and marketing professionals. It is the only creative awards program administered by the advertising industry for the industry.

The Advertising Federation of Fargo-Moorhead (FM AdFed) sponsors the local competition. Area professionals submit work in 83 categories, ranging from sales promotion to interactive media, print, radio and television advertising. Three judges from AAF clubs around the country critique each piece entered. The most creative and well-executed entries win Gold Addy awards, and other high-quality materials are recognized with Silver Addys. Gold ADDY winners are automatically entered into the AAF's 8th District competition, and Gold winners there go on to the national finals.

The theme for this year's program is "Addy Night Live!" The evening's events will begin with a social and preview of winners at 6 p.m., dinner at 7 p.m., and the ADDY ceremony at 8 p.m. A reception for the Silver Medal Award winner will be held after the ceremony. The evening also will include live music by Russ Peterson and the ADDY Night Live Band, and performances by the Fargo Entertainment Company.

Another highlight of the night will be a silent auction featuring many advertising and public relations related services and products. Proceeds from the auction will be used to fund student-related projects (Pro-Am Day, portfolio review, scholarships, student competitions, etc.).

FM AdFed, one of 210 local AAF 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.

Members and non-members can register for the event at fmadfd.org or contact Lindsay Koffler at 701-277-2205 or Autumn Graber at 701-237-6863 for more information. Please register by February 18.

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