



**Contact: Frank Stegmaier, President, 701-237-4850
frank.stegmaier@flintcom.com**

FLINT COMMUNICATIONS WINS BEST OF SHOW AT 53ND ANNUAL AAF-ND ADDY® AWARDS

Fargo, N.D. (March, 2010) – Three professionals from American Advertising Federation clubs around the country judged 568 entries in the American Advertising Federation of North Dakota’s 2010 ADDY competition. The ADDY Awards, a program of the 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.

In the AAF-ND competition, judges awarded 59 Gold ADDY Awards and 118 Silver ADDY Awards for the most creative, original and effective work. Gold ADDY winners are automatically entered into the AAF’s 8th District competition, and gold winners there advance to the national finals. 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.

Best-of-Show honors went to Flint Communications for a print campaign called “Smart Senior” created for their client Blue Cross Blue Shield of North Dakota. Flint Communications is a full-service marketing communications firm dedicated to building brands, business and relationships.

The judges also awarded three Judge’s Choice awards: an NDSU football campaign created by Flint Communications; an ad for Pancheros Mexican Grill created by Absolute Marketing Group; and a Christmas postcard done for R.L. Engebretson by GET With Design.Brand.Interactive. A student Best-of-Show award was given to Danielle Naboulsi from Minnesota State University Moorhead for her Merry Maids print campaign.

For a complete list of the winners, see www.aaf-nd.org.

Three hundred and forty people attended the ADDY Awards Banquet, held on February 26th in Fargo. This year featured a “Going Green” theme with the goal of raising awareness of environmentally friendly activities. Invites were printed on recycled paper and included a packet of seeds with a message encouraging people to recycle. The centerpieces at each table were made totally from recycled materials. A special ADDY award was presented for the piece or campaign that best supports the environment. Gate City Bank won this award for their Reduce, Reuse, Recycle campaign.

AAF-ND, one of 210 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. The club is open to anyone in a communication-related field.

#