

# FMAD FED

The Advertising Federation of Fargo-Moorhead

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**FOR IMMEDIATE RELEASE**

## **FONT DESIGNER CHANK DIESEL TO PRESENT AT FM ADFED EVENT**

**Fargo, N.D.** (April 9, 2008) – The April education meeting of FM AdFed will feature an inside look into the font industry when Chank Diesel presents "Smashing Alphabets: Typographic Inspirations, Improvisations and Renovations. The presentation is open to the public and will be held on Tuesday, April 21 from 11:30 to 1:00 at the Ramada Plaza Suites and Conference Center, 1635 42<sup>nd</sup> Street South, Fargo.

President and CEO of Chank Co., Diesel began making fonts in 1992 when he worked as creative director of the alternative music magazine Cake. The first font he created, Mister Frisky, remains his most popular. Chank's presentation will feature a visual tour through his unusual type design portfolio, following his evolution from grunge music fanzine creative director in the '90s into a small businessman and software developer today.

Chank's fonts were featured in the Smithsonian's Cooper-Hewitt National Design Museum as "a notable example of contemporary typography" in 1996, the same year he established [www.chank.com](http://www.chank.com). In 1997, Chank was profiled in The Wall Street Journal, complete with an etched portrait. In 2005, his font Liquorstore was named as one of "20 Typefaces We Love" in HOW magazine's 20th anniversary issue. He was also featured in an article about custom fonts in the New York Times. Clients who have used Chank's custom font services include Cartoon Network, Hormel, Huggies, Mars, Ocean Spray, Pizza Hut and Target.

Admission is free for FM AdFed members, \$40 for nonmembers and \$15 for nonmember students. RSVP to Brian Meckler at 218-284-1111 or by e-mail to [reservations@fmadfed.org](mailto:reservations@fmadfed.org) by April 17.

FM AdFed, 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.

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