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FOR IMMEDIATE RELEASE

**THE ADVERTISING FEDERATION OF FARGO-MOORHEAD
TO KICK OFF 2006-07 SEASON WITH 50th ANNIVERSARY EVENT**

Fargo, N.D. (August 29, 2006) – The Advertising Federation of Fargo-Moorhead (FM AdFed) will kick off its 2006-07 season at Playmakers House of Rock on Tuesday, September 19 from 5-8 p.m. The event will include free food, prizes and a cash bar. Sorry, no minors may attend.

The club will celebrate its 50th anniversary this year. The Advertising Club of Fargo-Moorhead became an American Advertising Federation member and known as FM AdFed on October 22, 1956. “We are excited to be celebrating the 50th year of FM AdFed. Our members receive tremendous benefits,” said Barb Redinger, club president, “communications professionals benefit by networking, learning from nationally respected communicators, mentoring students, doing community service, putting our best work up against others and, above all, having a good time.”

FM AdFed is an inclusive organization open to anyone in a communication-related field, such as corporate communicators, public relations practitioners, journalists, freelance writers, designers and multimedia specialists, advertising sales representatives and printers.

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. Throughout the past 50 years FM AdFed 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. For more information on the organization please visit www.fmadfed.org.