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**FOR IMMEDIATE RELEASE**

**Mig Reyes to Speak at AAF-ND Luncheon**

**Fargo, ND** (January 4, 2011) - The American Advertising Federation of North Dakota (AAF-ND) monthly educational meeting will feature Mig Reyes – interactive designer in Chicago at Threadless, on January 18. Reyes will present “Starting Scrappy.”

Reyes will take the audience behind the scenes of Threadless and explain the odds and ends of what it’s like to create for over a million friends. A healthy mix of process, screw-ups and loads of photos of nice people wearing even nicer t-shirts can be expected along the way at Threadless. Reyes, also a teacher at The Chicago Portfolio School, will share experiences on personal projects that can lead to a better balanced working life as a whole.

Founded in 2000, Threadless is a community-centered online apparel store in which people submit t-shirt designs online. The designs are then put to a public vote, and a small percentage of submitted designs are selected for printing and are sold online. Creators of the winning designs receive a prize of cash and store credit.

The event runs from 11:30 a.m. to 1 p.m. on January 18 and will be held at the Fargo Holiday Inn, 3803 13th Ave. S. Admission is free for AAF-ND members, \$45 for nonmembers and \$15 for non-member students. RSVP by e-mail to [reservations@aaf-nd.org](mailto:reservations@aaf-nd.org). Please RSVP before Friday, January 14.

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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