



**Contact: Brad Clemenson, President, 701-231-6373
brad.clemenson@ndsu.edu**

FOR IMMEDIATE RELEASE

Clint Runge to Present at AAF-ND Luncheon

Fargo, ND (January 3, 2012)

The American Advertising Federation of North Dakota (AAF-ND) monthly educational meeting will feature Clint Runge, the co-founder and creative director for Archrival, who will present "Shifting Trends," which focuses on uncovering youth preferences, behaviors and attitudes on a range of topics from shopping and consumption, to entertainment and friendship, to life and technology.

Connecting with Millennials can be overwhelming if marketers are focused on fleeting hot topics instead of the principles of this culture-driving generation. Exploring the themes of youth culture and its impact on brands can be an undertaking. Runge helps clients understand the "whys" of cool while looking at the "whats."

The event runs from 11:30 a.m. to 1 p.m. on Tuesday, January 17 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. Please RSVP before Friday, January 13.

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 more than 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.

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