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FOR IMMEDIATE RELEASE

Matt Stevens to Present at AAF-ND Luncheon

Fargo, ND (November 2, 2011)

The American Advertising Federation of North Dakota (AAF-ND) monthly educational meeting will feature Matt Stevens, the Creative Director for HAWSE in Charlotte, North Carolina, who will present “Work for Free: The Value of Self-Initiated Projects” which focuses on his experiences of doing personal work and how it fuels a person’s creativity and can lead to the unexpected.

Stevens has a passion for good ideas and thoughtful and effective design, which has developed over his 15 years of experience in multi-disciplinary design and brand firms. He is an advocate for doing self-initiated work, and is known to dream up projects that allow an outlet for a free flow of ideas and personal passions. His most recent accomplishment is his book, MAX100 Kickstarter, which marries his love of illustration, unexpected ideas, and the greatest sneaker of all time.

The event runs from 11:30 a.m. to 1 p.m. on Tuesday, November 15 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, November 11.

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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