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NDSU PUBLICATION SERVICES WINS BEST OF SHOW AT 50TH ANNUAL FM AdFed ADDY® AWARDS

Fargo, N.D. (February 26, 2007) – Three professionals from American Advertising Federation clubs around the country judged 406 entries in 86 categories as diverse as sales promotion, interactive media, print, radio and television advertising, as well as categories for work completed by area college students. The judges awarded 157 ADDY Awards for the most creative, original and effective work and other high-quality materials. (A complete list of categories and winners is attached.)

Best-of-Show honors went to “Football Legacy,” a brochure created by NDSU Publication Services for NDSU Athletics, Fargo, ND. Credits go to Brad Clemenson and Jeff Schwartz.

The judges also awarded four Judge’s Choice awards. “The Partner Event Opening Video,” is a sales presentation video for Microsoft by Video Arts Studios; “Sundog Glump” was a mixed media campaign by Sundog; Minot State University, Bottineau, best direct mail piece, and NDSU University Relations “Ask Me” Web site by Flint Communications.

The annual FM AdFed ADDY Awards feature the best of area professionals’ work from the previous year. Gold ADDY winners are automatically entered into the American Advertising Federation’s (AAF) 8th District competition, and Gold winners there go on to the national finals.

The ADDY Awards, a program of the AAF, honor excellence in advertising and cultivate the highest creative standards among advertising and marketing professionals. It is the only creative awards program administered by the advertising industry for the industry. Each year, AdFed members from around the country enter more than 60,000

samples of their best work, making the ADDYs the world's largest advertising competition.

FM AdFed, one of 210 AAF affiliates, strives 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. It is open to anyone in a communication-related field.

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