

The Advertising Federation of Fargo-Moorhead

FMAD FED



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FOR IMMEDIATE RELEASE

FM AdFed Presents the 50TH ANNUAL ADDY® AWARDS

Fargo, N.D. (February 7, 2007)

Advertising, Marketing Pros Celebrate 50 Years of Advertising Fargo, N.D. (February 7, 2007) – Area advertising and marketing professionals hope to dress the part and take home Gold and Silver with their best work from 2006 during the 50th Annual ADDY® Awards on Friday, February 23, at the Holiday Inn, Fargo. The Advertising Federation of Fargo-Moorhead (FM AdFed) annual awards gala features the best of the best work from the previous year. The theme for this year's program is celebrating 50 years of advertising in Fargo-Moorhead. "This is a wonderful opportunity for our industry to celebrate exceptional work from the area and to recognize the people who are doing it," said Barb Redinger, FM AdFed president. "Ultimately, the real winners are the clients who benefit from the talent and creativity of the professionals we have working in this industry." Area professionals' work in 86 categories, ranging from sales promotion to interactive media, print, radio and television advertising, is critiqued by three judges from American Advertising Federation (AAF) clubs around the country. The best in each category receives a Gold ADDY, with Silver ADDYs awarded to other high-quality materials. Gold ADDY winners are automatically entered into the AAF's 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 local 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. The evening begins with a social and preview of winners at 6 p.m., dinner at 7 p.m., and the ADDY ceremony at 8 p.m. For more information, contact Teri Metz, FM AdFed ADDY committee member, at 701-277-9258 or terim@choicefinancialgroup.com

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