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FOR IMMEDIATE RELEASE

Lerfald Awarded Silver Medal by AAF-ND

Fargo, N.D. (March 12, 2010)

Mike Lerfald, senior video editor at Video Arts Studio in Fargo, was named the 2010 Silver Medal winner at the ADDY Awards night held on February 26. This award is given annually to one individual who has helped raise the stature of the advertising industry in our community. Each year, the winner is selected by a committee comprised of former Silver Medal winners.

Lerfald has been at Video Arts Studios since 1984, first as a camera operator and then a video editor. He has brought his editing expertise to projects at regional, national and international levels. He has won countless awards for his work including 14 Telly Awards, three Best of Show Fargo-Moorhead Addy Awards and a National Addy Award. His editing has also won awards in the Houston and Chicago Film Festivals.

Lerfald also demonstrates a commitment to our community. He volunteers for Habitat for Humanity, the Salvation Army and Trinity Lutheran Church. He lives in Moorhead with his wife, Renee

AAF-ND is a nonprofit, professional trade association serving the advertising, marketing and communications community including agencies and marketing service firms, advertisers, media, suppliers and students. For more information about the organization, please visit www.aaf-nd.org.