

Immediate Release

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Western Mass. Ad Club Announces 2009 ADDY® Award Winners

SPRINGFIELD, MA-- The Advertising Club of Western Massachusetts (ACWM) is pleased to announce the winners of this year's coveted ADDY® Award competition honoring creative excellence in advertising. All entrants in the annual show were honored during the "2009 ADDY Red Carpet Gala" sponsored by The Republican, MassLive, Hampden Bank, NEPM, Baystate Regional Sleep Program, Bidwell ID, Del Padre Digital, Elegant Affairs and Zasco Productions on Thursday, March 12, at CityStage in Springfield.

The annual ADDY® competition recognizes advertising excellence in all media including print, broadcast, interactive, out-of-home and public service advertising. One-hundred sixty-six entries were received this year from 38 agencies, companies, or individuals in western Massachusetts. 42 percent of the entrants received awards, with 24 Gold, 29 Silver and 17 Bronze awards presented.

The **Best of Show** ADDY® was awarded to Health New England for "Teahouse of the Autumn Moon - Bright Nights Ball 2008," a special event invitation in the category of COLLATERAL MATERIAL, done for Spirit of Springfield for Bright Nights. Credits went to Leslie Bercume, manager of advertising and graphic design, Health New England and Greg Desrochiers, Hadley Printing.

The following received **Gold Awards**:

CATEGORY: ADVERTISING FOR THE ARTS & SCIENCES

Entry	Entrant	Advertiser
Bauhaus Modern	Hadley Printing Co.	Smith College Art Museum

CATEGORY: ADVERTISING INDUSTRY SELF-PROMOTION

Ad Club Western Mass	Market Mentors	Ad Club Western Mass
As green as it gets	Hadley Printing Co.	Hadley Printing Co.
Winstanley Pet Peeve	Winstanley Associates	Winstanley Associates

CATEGORY: COLLATERAL MATERIAL

Purchase College	TigerPress	Purchase College
Blue Slate Stationery Package	LSHD advertising	Blue Slate
Know Something More - Ray Boiler	LSHD advertising	Mestek

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CATEGORY: COLLATERAL MATERIAL continued

Entry	Entrant	Advertiser
Emma: Emma Willard School	Bidwell ID Emma	Willard School
Undergraduate Admissions Viewbook	Springfield College	Undergraduate Admissions
Teahouse of the Autumn Moon -- Bright Nights Ball 2008	Health New England	Spirit of Springfield for Bright Nights
chemetal 500 series brochure	chemetal treefrog	chemetal

CATEGORY: CONSUMER OR TRADE PUBLICATION

Smith & Wesson Revolvers	Winstanley Associates	Smith & Wesson
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CATEGORY: DIRECT MARKETING

Your Company's Destiny	TSM Design	TSM Design
HMC Short Stay Surgery Direct Mailer	LSHD advertising	Holyoke Medical Center

CATEGORY: INTERACTIVE MEDIA

Surly Ads: Angry, Girly, Pissed, Blues	Bidwell ID	Surly Brewing Company
Directed Financial Goals Advisors	Winstanley Associates	DFG Advisors
Southworth PaperRocks	Winstanley Associates	Southworth
W. F. Young, Inc. Corporate Website	W. F. Young, Inc.	W. F. Young, Inc.

CATEGORY: NEWSPAPER

Help green up our blue marble	Hadley Printing Co.	Hadley Printing Co.
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CATEGORY: OUT-OF-HOME

Know Something More - Truck	LSHD advertising	Mestek
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CATEGORY: SALES PROMOTION

Community Banking Redefined	TSM Design	Westfield Bank
Know Something More - Sales Kit	LSHD advertising	Mestek
Point 8 Power 'All-Star' Tradeshow	Bidwell ID	Point 8 Power
Surly Beer Cans: Bitter Brewer, Coffee	Bidwell ID	Surly Brewing Company

The following received **Silver Awards**:

CATEGORY: ADVERTISING FOR THE ARTS & SCIENCES

Bauhaus Modern Invite	Hadley Printing Co.	Smith College Art Museum
Faux Pas Presents	sketchiedesign	Faux Pas Productions

CATEGORY: ADVERTISING INDUSTRY SELF-PROMOTION

ADDY Materials	Winstanley Associates	Ad Club of Western Mass.
Fresh-Genius	Andrew Associates	Andrew Associates
Winstanley Economic Stimulus Spray	Winstanley Associates	Winstanley Associates Self Promotion

CATEGORY: COLLATERAL MATERIAL

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The Book of Flashlights, Clover, & Milk sketchiedesign
Remember These? TSM Design

Pilot Books
TSM Design

CATEGORY: COLLATERAL MATERIAL continued

Entry	Entrant	Advertiser
Baystate Health 2007 Annual Report	Baystate Health	Baystate Health
Osiris Annual Report	LSHD advertising	Osiris Therapeutics
Smith & Wesson History Repeats	Winstanley Associates	Smith & Wesson
Ray Stationery Package	LSHD advertising	Mestek

CATEGORY: CONSUMER OR TRADE PUBLICATION

Equine America Full Page Ad	W. F. Young, Inc.	W. F. Young, Inc.
Know Something More - Ray Boiler	LSHD advertising	Mestek

CATEGORY: DIRECT MARKETING

School of Engineering postcards Western New England College Western	New England College	New England College Admissions
Giddy Up and Get Down Promotion	W. F. Young, Inc.	W. F. Young, Inc.

CATEGORY: ELEMENTS OF ADVERTISING

Ray Logo	LSHD advertising	Mestek
Garage Guy Logo	LSHD advertising	Mestek

CATEGORY: INTERACTIVE MEDIA

Advertus Media Web Site 'Command	Advertus Media	Advertus Media, Inc.
Dietz & Company Architects Website	TSM Design	Dietz & Company Architects
Know Something More - Ray boiler	LSHD advertising	Mestek

CATEGORY: MIXED/MULTIPLE MEDIA

Know Something More Ray Boiler	LSHD advertising	Mestek
Chemetal UltraBrushed Launch	chemetal treefrog	chemetal
BrainHoney	Winstanley Associates	Agilix
Community Banking Redefined	TSM Design	Westfield Bank

CATEGORY: NEWSPAPER

It's No Fairy Tale	TSM Design	Sumner Toner
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CATEGORY: NON-TRADITIONAL ADVERTISING

"Che" metal	chemetal treefrog	chemetal
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CATEGORY: PUBLIC SERVICE

Brightside - 'Molly' appeal	Andrew Associates	Brightside for Families and Children
Welcome Home	Six Point Creative Works	HAP Housing

CATEGORY: SALES PROMOTION

Ebtec Folder	LSHD advertising	Ebtec
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The following received **Bronze Awards**:

CATEGORY: ADVERTISING FOR THE ARTS & SCIENCES

Interpretations	TigerPress	Mass MoCA
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CATEGORY: ADVERTISING INDUSTRY SELF-PROMOTION

Entry	Entrant	Advertiser
Winstanley Whacky Pax	Winstanley Associates	Winstanley Associates
Forego the Bling	TSM Design	TSM Design

CATEGORY: COLLATERAL MATERIAL

Bay Path College Graduate Programs	TigerPress	Bay Path College
Organic Trade Association	TigerPress	Organic Trade Association

CATEGORY: CONSUMER OR TRADE PUBLICATION

treefrog planet	chemetal treefrog	treefrog
Chemetal Soda Can	chemetal treefrog	chemetal
Suddekor 2008	Winstanley Associates	Suddekor

CATEGORY: DIRECT MARKETING

Hope & Healing Campaign	Andrew Associates	Mercy Medical Center
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CATEGORY: INTERACTIVE MEDIA

Joyn Web Site	Pure Branding LLC	BSP Pharma Inc.
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CATEGORY: NEWSPAPER

"Joint Pain Loves Women" Newspaper	Pure Branding LLC	BSP Pharma Inc.
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CATEGORY: NON-TRADITIONAL ADVERTISING

Magic Wand	TSM Design	Sumner Toner
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CATEGORY: PUBLIC SERVICE

Eat the View Invite	Hadley Printing Co.	CISA
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CATEGORY: SALES PROMOTION

Seth Glier: The Trouble with People	sketchiedesign	Seth Glier
Bright Ideas for Better Living-- Summer Connections	Baystate Health	Baystate Health

CATEGORY: TELEVISION

Common Sense	TSM Design	Aldenville Credit Union
Good Neighbor	TSM Design	Westfield Bank

For more information, contact Alta Stark, president, Ad Club of Western Mass at 413-794-7647 or email to info@adclubwm.org.

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The ADDY Awards competition is a three-tier national competition conducted annually by the American Advertising Federation (AAF). Entry in the ACWM ADDY competition is the first step toward winning a national/international ADDY.

About the ADDYs®

The ADDYs® are the advertising industry's largest and most representative competition, recognizing and rewarding creative excellence. Conducted annually by the AAF, the ADDY® Awards competition is a three-tier national competition. Concurrently, all across the country, local entrants vie for recognition as the very best in their markets. Local winners then compete against other winners within their regions in one of 14 District competitions. District winners are then forwarded to the national/international ADDY® Awards competition.

Selection of the most creative entry in each category is made using a scoring process in which a panel of judges evaluates all creative dimensions of every entry. In each category, a Gold ADDY® is recognition of the highest level of creative excellence and is judged to be superior to all other entries in the competition. Entries that are also considered outstanding and worthy of recognition receive Silver ADDYs®. The number of awards given in each category is determined by the judges, based on the relative quality of work in that category.

More information online at aaf.org.

About the Advertising Club of Western Massachusetts

The Advertising Club of Western Massachusetts is the premier organization for all marketing and communications professionals in western Massachusetts and northern Connecticut. The club offers its members the ability to advance and enrich the advertising community, by acting as a catalyst for idea exchange, professional development, and creative energy. The club offers its members a forum to learn, network, recognize achievement and give back to build a stronger advertising and marketing community. More information online at adclubwm.org.