

Immediate Release

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Western Mass. Ad Club Announces 2010 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 competition were honored during the "2010 ADDY Awards Celebrating the Craft of Advertising," sponsored by Hampden Bank, Bidwell ID, Reminder Publications, Elegant Affairs, Jx2 Productions, LLC, Rich Wright Productions, MassLive.com, and WEIB 106.3 Smooth FM, on Thursday, March 18, at CityStage in Springfield.

The annual ADDY® competition recognizes advertising excellence in all media including print, broadcast, interactive, mixed/multiple media and advertising for the arts and sciences. One-hundred forty-one entries were received this year from 31 agencies, companies, or individuals in western Massachusetts. 32 percent of the entrants received awards, with 16 Gold, 18 Silver and 10 Bronze awards presented.

The **Best of Show** ADDY® was awarded to Rob & Damia Design for "Transit Authority Figures Poster Campaign," in the category of COLLATERAL MATERIAL, done for Transit Authority Figures. Credits went to Rob and Damia Stewart, designers.

The following received **Gold Awards**:

CATEGORY: ADVERTISING FOR THE ARTS & SCIENCES

Entry	Entrant	Advertiser
Norman Rockwell Museum - Behind the Camera	Winstanley Partners	Norman Rockwell Museum
Norman Rockwell Museum - Behind the Camera	Winstanley Partners	Norman Rockwell Museum
Norman Rockwell Museum - Behind the Camera	Winstanley Partners	Norman Rockwell Museum
Williams College '62 Center for Theatre & Dance Season Brochure	Rob & Damia Design	Williams College '62 Center for Theatre & Dance
Museums10 - Location Campaign	Rob & Damia Design	Museums10

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CATEGORY: COLLATERAL MATERIAL

Entry	Entrant	Advertiser
Walther PK380 Brochure	Winstanley Partners	Smith & Wesson
Wachonah Park Poster	Winstanley Partners	Wachonah Park
Transit Authority Figures Posters	Rob & Damia Design	Transit Authority Figures

CATEGORY: CONSUMER OR TRADE PUBLICATION

Absorbine 2009 Consumer Ad	W. F. Young, Inc.	W. F. Young, Inc.
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CATEGORY: ELEMENTS OF ADVERTISING

Southworth	Winstanley Partners	Southworth
Transit Authority Figures Logo	Rob & Damia Design	Transit Authority Figures

CATEGORY: MIXED/MULTIPLE MEDIA

Berkshire Money Management Thinner Campaign	Winstanley Partners	Berkshire Money Management
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CATEGORY: NEWSPAPER

Berkshire Money Management - You Look Thinner	Winstanley Partners	Berkshire Money Management
Church Polka	Winstanley Partners	St. Anne's Church
Berkshire Money Management Thinner Campaign	Winstanley Partners	Berkshire Money Management

CATEGORY: NON-TRADITIONAL ADVERTISING

Berkshire Money Management Theatre Campaign	Winstanley Partners	Berkshire Money Management
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The following received **Silver Awards**:

CATEGORY: ADVERTISING FOR THE ARTS & SCIENCES

Winter Garden Gala - Bright Nights Anniversary Ball Invite	Health New England (HNE)	Spirit of Springfield
Norman Rockwell Museum - Behind the Camera	Winstanley Partners	Norman Rockwell Museum
Norman Rockwell Museum - Behind the Camera	Winstanley Partners	Norman Rockwell Museum

CATEGORY: ADVERTISING INDUSTRY SELF-PROMOTION

Market Mentors AD-LIB Print Ad	Market Mentors, LLC	Market Mentors, LLC
Winstanley Flu Season Greetings	Winstanley Partners	Winstanley Partners
Winstanley Flu Season Greetings	Winstanley Partners	Winstanley Partners
2009 ADDY Campaign	The Advertising Club of Western Mass.	The Advertising Club of Western Mass.

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CATEGORY: COLLATERAL MATERIAL

Entry	Entrant	Advertiser
ISO New England Regional Electricity Outlook (Annual Report)	Rob & Damia Design	ISO New England

CATEGORY: COLLATERAL MATERIAL

Regis Today Magazine	Bidwell ID	Regis College
WIT Magazine	Bidwell ID	Wentworth Institute of Technology

CATEGORY: CONSUMER OR TRADE PUBLICATION

Smith & Wesson Kick Brass	Winstanley Partners	Smith & Wesson
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CATEGORY: INTERACTIVE MEDIA

OPNS website	LSHD Advertising	OPNS
Suddekor Sound Design	Winstanley Partners	Suddekor LLC

CATEGORY: MIXED/MULTIPLE MEDIA

Smith & Wesson Kick Brass	Winstanley Partners	Smith & Wesson
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CATEGORY: SALES PROMOTION

Seal Ryt Sales Kit	The Piano Movers Society	Seal Ryt
Chris Smither: Time Stands Still	sketchiedesign	Young Hunter Management / Signature Sounds
Smith & Wesson Kick Brass	Winstanley Partners	Smith & Wesson

CATEGORY: TELEVISION

Baystate Children's Hospital "Grossology" Campaign	Baystate Health	Baystate Children's Hospital
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The following received **Bronze Awards**:

CATEGORY: ADVERTISING FOR THE ARTS & SCIENCES

American Cancer Society - Evening of Hope Gala 2009	LSHD Advertising	American Cancer Society
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CATEGORY: ADVERTISING INDUSTRY SELF-PROMOTION

Don't Call Us... We'll Call You!	Carlson Advertising	Carlson Advertising
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CATEGORY: COLLATERAL MATERIAL

GA / Greek America Magazine	TigerPress	Greek America Magazine
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CATEGORY: DIRECT MARKETING

Berkshire Money Management Bandaid	Winstanley Partners	Berkshire Money Management
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CATEGORY: INTERACTIVE MEDIA

Wainwright Website	Winstanley Partners	Michael Wainwright
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CATEGORY: MIXED/MULTIPLE MEDIA

Entry	Entrant	Advertiser
Treefrog FSC Launch	chemetal / treefrog	Treefrog Veneer
AFcell Brand Launch	LSHD Advertising	AFcell
Glenmeadow at Home Campaign	Bidwell ID	Glenmeadow Retirement

CATEGORY: SALES PROMOTION

Wainwright Catalog	Winstanley Partners	Michael Wainwright
Smith & Wesson PK380	Winstanley Partners	Smith & Wesson

For more information, contact Linda Edwards, 2010 ADDY® Committee Chair, (413) 567-7800; ledwards@glenmeadow.org; or The Advertising Club of Western Massachusetts, (413)-736-2582 or email info@adclubwm.org.

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.

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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.