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CALL FOR ENTIRES: 34th ANNUAL ADDY® AWARDS
TO RECOGNIZE THE BEST IN REGIONAL ADVERTISING

DULUTH, Minn. (December 23, 2009)—What's your favorite local TV commercial, busboard, website, pamphlet, print ad, poster or attention-getting advertising effort in the past year? If it's something you created, now's your chance to take a bow.

AAF Duluth/Superior, the local chapter of the American Advertising Federation, announces its Call to Entries for ADDY's, the annual celebration of advertising's most clever, creative and effective work in the industry.

Entries to the contest, which is open to AAF members, non-members and students, are due Friday, January 8, 2010. ADDY entries should be delivered to Grandma's Sport Garden's "Quarterback Lounge" between 4:30-7 pm, January 8. Parking is available in back of building. Please visit www.aafduluthsuperior.com to register and get information on cost, rules and a list of categories you can enter.

Submissions will be judged January 16. The judging panel consists of three advertising professionals from markets across the U.S. who are flown into Duluth for a weekend of pouring over submissions. On March 5, the work they selected will be awarded—Gold ADDY, Silver ADDY, Judges Row and Best of Show—at the 34th annual gala ADDYs celebration in downtown Duluth.

Winners of Gold ADDYs advance to District competition, which includes work from Minnesota, Wisconsin, and North and South Dakota. Winners at that level go on to compete among the best advertising materials in the nation.

"This our annual opportunity to honor the region's best work in television, print, radio, outdoor and dozens of other advertising and marketing categories," said Denise Archer, AAF Duluth/Superior president.

Submissions come from across a spectrum of businesses and non-profits, including: advertising agencies, production houses, interactive developers, designers, writers, photographers, illustrators and more. Students from area colleges are strongly encouraged to enter the contest.

"You don't need to be an AAF member, but if you're submitting work, it's really the perfect time to join—and save money on those entry fees," Archer said. "Of course, entry fees for students are only a fraction of the member and non-member cost. So students who want to pursue a career in the industry would be wise to check this out."

The AAF Duluth/Superior is composed of 115+ local advertising professionals. AAF works to enhance the professional development of club members while increasing recognition for the advertising industry and giving back to the community. AAF is a local affiliate of the American Advertising Federation, a national organization that represents the advertising industry in its entirety. For information on upcoming events or becoming a member, visit www.aafduluthsuperior.org

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