



FOR IMMEDIATE RELEASE

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### **AAF's Northwest District Announces ADDY Award Winners**

District XI of the American Advertising Federation is pleased to announce the winners of the 2010-2011 ADDY Awards. The district competition is the second tier in the annual ADDY Awards program conducted by the AAF. The competition at this level consists of student and professional entries who have previously won Gold or Silver awards in local ADDY - eligible advertising competitions in Washington, Oregon, Idaho, Montana and Alaska. In addition, the district competition is open to direct entries from markets where no local ADDY - eligible competition is staged. District winners announced here are eligible to advance to the national ADDY competition where they will be judged again with winners from the other 14 AAF districts in May. National ADDY winners will be announced June 4 at the National ADDY Awards gala in San Diego.

This year, more than 475 entries were judged by the District XI ADDY judges in Seattle. The judges were Matt Fera, VP, Creative at DraftFCB in Chicago, Marty Senn, Associate Creative Director at Goodby, Silverstein and Partners in San Francisco and Mike Aude, Associate Creative Director at JWT in Denver.

The judges awarded 17 professional Gold ADDY Awards and 82 Silver ADDY Awards. Additionally, they awarded 3 Student Gold ADDY Awards and 10 Student Silver ADDY Awards.

The judges also selected three Best of Show winners from among the Gold ADDY winners. They are:

Best Of Show – Interactive was awarded to Creature for their website “MexicoviaPacifico.com” created for Pacifico.

Best Of Show – Non-Traditional was awarded to Creature for their non-traditional campaign “The Bonfire Sessions” created for Jansport.

Best Of Show – Student was awarded to Tess Arveson of Montana State University for “Buy Nothing Day.”

Congratulations to all the winners. A complete list is below.

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AAF District XI ADDY Winners 2011

Awards	Entry	Entrant	Advertiser
<b>ADVERTISING FOR THE ARTS &amp; SCIENCES</b>			
Silver ADDY® Award	Let Leonard In	Copacino+Fujikado	Seattle Aquarium
Silver ADDY® Award	2010 SIFF Poster	WONGDOODY	Seattle International Film Festival
Silver ADDY® Award	2010 SIFF Trailer	WONGDOODY	Seattle International Film Festival
<b>ADVERTISING INDUSTRY SELF-PROMOTION</b>			
Silver ADDY® Award	14Four Coloring Book and Gallery	14Four	14Four
Silver ADDY® Award	Creature Stationery Suite	Creature	Creature
Silver ADDY® Award	Welcome to Creature	Creature	Creature
Silver ADDY® Award	2010 IAF/BAF Rockie Award Show	Drake Cooper	Boise Advertising Federation
<b>COLLATERAL MATERIAL</b>			
Gold ADDY® Award	LaBicicletta	DOMA Coffee Roasting Company	DOMA Coffee Roasting Company
Silver ADDY® Award	Rutabega	Copacino+Fujikado	Pike Place Market
Silver ADDY® Award	Rutabega/7-11/Starbucks	Copacino+Fujikado	Pike Place Market
Silver ADDY® Award	Invisible Portraits	Creature	Sherry Council of America
Silver ADDY® Award	The Bonfire Sessions	Creature	JanSport
Silver ADDY® Award	Box 21	Faceout Studio	Picador
Silver ADDY® Award	Econet Brand Vision Booklet	Hornall Anderson	Econet
Silver ADDY® Award	ARTCRANK Poster	Ideasmith	Personal
Silver ADDY® Award	Cessna Corvalis TT Sales Book	Mandala	Cessna Aircraft Company
Silver ADDY® Award	Story Story Night Poster Series	Neighborhood All-Stars	Story Story Night
Silver ADDY® Award	Electric Jersey - Glow in the Dark Wild	Wexley School for Girls	Seattle Sounders FC
<b>CONSUMER OR TRADE PUBLICATION</b>			
Silver ADDY® Award	The Bloomsday Finisher	SIGMA	Lilac Bloomsday Association
<b>DIRECT MARKETING</b>			
Silver ADDY® Award	Maple Leaf Farms Acquisition Program	Garrigan Lyman	Maple Leaf Farms
Silver ADDY® Award	Power Tools for Facebook	Mandala	Buddy Media
Silver ADDY® Award	Social Media Survival Guide	Wunderman	Microsoft
<b>ELEMENTS OF ADVERTISING</b>			
Silver ADDY® Award	Night Cityscape	Dean Davis Photography, Inc.	Huppins
Silver ADDY® Award	Pend Oreille River	Dean Davis Photography, Inc.	Kalispel Tribe of Indians
Silver ADDY® Award	Under the Bridge	Focal Point Marketing	Focal Point Marketing & Multimedia
Silver ADDY® Award	NEMO	Jed Conklin Photography	NEMO
Silver ADDY® Award	Team Swift	Jed Conklin Photography	Team Swift
Silver ADDY® Award	The Bloomsday Finisher	SIGMA	Lilac Bloomsday Association
Silver ADDY® Award	Common Table 'Letters' Project	tbd advertising	Common Table
<b>INTERACTIVE MEDIA</b>			
Gold ADDY® Award	MexicoviaPacifico.com	Creature	Pacifico
Gold ADDY® Award	Dog Trainer	DNA Seattle	Simple Mobile
Gold ADDY® Award	Hot Tub	DNA Seattle	Simple Mobile

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## AAF District XI ADDY Winners 2011

Awards	Entry	Entrant	Advertiser
Gold ADDY® Award	HomeAway.com Hotel Hell Vacation web	Publicis Seattle	HomeAway.com
Silver ADDY® Award	Now Here	Cole & Weber United	Washington's Lottery
Silver ADDY® Award	Don't Fear 65	Copacino+Fujikado	Symetra Financial
Silver ADDY® Award	Naked Biker	DNA Seattle	Simple Mobile
Silver ADDY® Award	Skydiver	DNA Seattle	Simple Mobile
Silver ADDY® Award	werealotlikeyou.com redesign	DNA Seattle	PEMCO Insurance
Silver ADDY® Award	Amtrak Cascades 'Verbs' banner ads	Magner Sanborn	Amtrak Cascades
Silver ADDY® Award	Montana Film Office - Studio 406 Online	Partners Creative	Montana Film Office
Silver ADDY® Award	Bravo Now iPad/iPhone	Seven2 Interactive	Bravo
Silver ADDY® Award	Top Chef Foodie Fight Online Game	Seven2 Interactive	Bravo TV
Silver ADDY® Award	Lawn Bombs	Wexley School for Girls	TBS
Silver ADDY® Award	Entertainment Weekly "Must List" iPad	ZAAZ	Time Inc. Style and Entertainment

### MIXED/MULTIPLE MEDIA

Silver ADDY® Award	Discover Your Inner Morning Person	Creature	Seattle's Best Coffee
Silver ADDY® Award	Pacifico Bus Route	Creature	Pacifico

### NON-TRADITIONAL ADVERTISING

Gold ADDY® Award	Be City Wise - Ant Habitat	Creature	City University
Gold ADDY® Award	Discover Your Inner Morning Person	Creature	Seattle's Best Coffee
Gold ADDY® Award	MexicoviaPacifico.com	Creature	Pacifico
Gold ADDY® Award	The Bonfire Sessions	Creature	JanSport
Gold ADDY® Award	Ice Melts	Wexley School for Girls	Copper Mountain Resort
Silver ADDY® Award	Grey Whale Sessions	Creature	Pacifico
Silver ADDY® Award	Pacifico Bus Route	Creature	Pacifico
Silver ADDY® Award	Secret Sherry Society - Secret Door Tour	Creature	Sherry Council of America
Silver ADDY® Award	Amtrak Cascades "Verbs" Bookmark	Magner Sanborn	Amtrak Cascades
Silver ADDY® Award	National Snow Day	Wexley School for Girls	Copper Mountain Resort

### OUT-OF-HOME

Gold ADDY® Award	Be City Wise - Ant Habitat	Creature	City University
Gold ADDY® Award	KEXP: Out of Home	Publicis Seattle	KEXP
Gold ADDY® Award	KEXP: Discover Panda Bear and Band of	Publicis Seattle	KEXP
Silver ADDY® Award	Rant	Boom	Columbia Credit Union
Silver ADDY® Award	Fastball	Copacino+Fujikado	Seattle Mariners
Silver ADDY® Award	Be City Wise	Creature	City University
Silver ADDY® Award	Unmarked Van	Creature	Sherry Council of America
Silver ADDY® Award	Idaho WINter Installation	Drake Cooper	Idaho Travel Council
Silver ADDY® Award	Amtrak Cascades 'Verbs' Outdoor	Magner Sanborn	Amtrak Cascades
Silver ADDY® Award	Holy Family Hospital 'That Way'	Magner Sanborn	Providence Holy Family Hospital
Silver ADDY® Award	KEXP Discover the black whales, Rogue	Publicis Seattle	KEXP
Silver ADDY® Award	KEXP Discover the Kings of Leon, Super	Publicis Seattle	KEXP
Silver ADDY® Award	Trans AM & Fiesta	Wexley School for Girls	Copper Mountain Resort
Silver ADDY® Award	Closer Than Ever - Hammock	WONGDOODY	Alaska Airlines

### PUBLIC SERVICE

Silver ADDY® Award	Just1x	Faceout Studio	Just1x
Silver ADDY® Award	9/11 Happened to Us All	Hand Crank Films	CAIR

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AAF District XI ADDY Winners 2011

Awards	Entry	Entrant	Advertiser
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**RADIO**

Gold ADDY® Award	Discover Your Inner Morning Person	Creature	Seattle's Best Coffee
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**SALES PROMOTION**

Gold ADDY® Award	"American Icons" Beer Packaging	tbd advertising	21st Amendment Brewery
Gold ADDY® Award	Fireside Chat Beer Packaging	tbd advertising	21st Amendment Brewery
Silver ADDY® Award	Seattle's Best Coffee Levels Packaging	Creature	Seattle's Best Coffee
Silver ADDY® Award	DOMA 2010 Seasonal Packaging	DOMA Coffee Roasting Company	DOMA Coffee Roasting Company
Silver ADDY® Award	Idaho Preferred Trade Show Booth	Drake Cooper	Idaho Department of Agriculture
Silver ADDY® Award	Starbucks VIA Decaf Packaging	Hornall Anderson	Starbucks Coffee
Silver ADDY® Award	Starbucks VIA Iced Packaging	Hornall Anderson	Starbucks Coffee
Silver ADDY® Award	Widmer Brothers "Dead Lift" Packaging	Hornall Anderson	Craft Brands Alliance
Silver ADDY® Award	Widmer Brothers Drifter Packaging	Hornall Anderson	Craft Brands Alliance
Silver ADDY® Award	ooVoo Blogger Stunt Kit	Magner Sanborn	ooVoo
Silver ADDY® Award	Alexandria Nicole Cellar's A2 Wine Label	Sara Nelson Design, Ltd.	Alexandria Nicole Cellars
Silver ADDY® Award	Veranda Beach Wine Label	Sara Nelson Design, Ltd.	Veranda Beach Resort
Silver ADDY® Award	Vintage Farm Boy Wine Label	Sara Nelson Design, Ltd.	ROS Wines
Silver ADDY® Award	Lucky Bums Catalog Suite	Stoltz Marketing Group	Lucky Bums
Silver ADDY® Award	Lucky Bums Winter Catalog	Stoltz Marketing Group	Lucky Bums
Silver ADDY® Award	Back in Black Beer Packaging	tbd advertising	21st Amendment Brewery
Silver ADDY® Award	Brew Free or Die Beer Packaging	tbd advertising	21st Amendment Brewery

**STUDENT ADDY Categories**

Student Gold	Buy Nothing Day	Tess Arvesen	Montana State University
Student Gold	ride snowboard	Dominique Fultz	Montana State University
Student Gold	Anvil Coffee Package Design	Jeff Everett	Spokane Falls Community College
Student Silver	Mary Meccage Website	Mary Meccage	Montana State University
Student Silver	Zaha Hadid	Samantha Delvo	Montana State University
Student Silver	Northern Rocky Mountain Science Center	Claire Bischoff	Montana State University
Student Silver	The 13th Hour movie poster #1	Ryan Stevens	montana state university school of
Student Silver	The 13th Hour opening credits	Ryan Stevens	montana state university school of
Student Silver	Urban Whiskey	Kyle Hurley	North Idaho College
Student Silver	Preflight 2011 Student Portfolio Review	Rebecca Meredith	North Idaho College
Student Silver	Sriracha: Hot Like That	Stephanie Jensen	School of Visual Concepts
Student Silver	Zipcar Outdoor	Dwight Battle	School of Visual Concepts
Student Silver	PreFlight Paper Cutout	Kaylah Honeycutt	Spokane Falls Community College

**TELEVISION**

Gold ADDY® Award	Freedom	Wieden & Kennedy	Jason Russ/Dodge
Silver ADDY® Award	FLO TV "Driven Crazy" TV	Magner Sanborn	Qualcomm Inc
Silver ADDY® Award	FLO TV "Injury Report" TV	Magner Sanborn	Qualcomm Inc
Silver ADDY® Award	Outta Here :60	Publicis Seattle	T-Mobile
Silver ADDY® Award	Copper TV	Wexley School for Girls	Copper Mountain Resort
Silver ADDY® Award	Swingers Pass	Wexley School for Girls	Copper Mountain Resort

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