



PRESS RELEASE

For Immediate Release

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FRESH CREATIVE WINS REGIONAL DESIGN RECOGNITION

FORT WALTON BEACH, FLA (April 21, 2008) – Fresh Creative | communications + design, located in Fort Walton Beach, was awarded PAPERWORKS gold and silver honors by Neenah Paper. PAPERWORKS is a design competition that recognizes graphic designers, paper merchants, printers and end users for the finest examples of using Neenah’s writing, text and cover papers. Fresh Creative received the gold award, the competition’s highest honor, for the Tapestry Park letterhead suite, and the silver award for its own recently re-designed collateral materials including business cards, brochure and presentation folders.

“The Tapestry Park letterhead features a unique tabbed sheet that was designed to work for the four business entities within Tapestry Park. It is unlike anything else we’ve seen and we’re proud of the recognition our creativity is getting,” said Samantha Berens, resourcer and account coordinator at Fresh Creative. “We’re equally proud of our silver award recognizing the quality of our own collateral design.”

Since Neenah Paper, the leading manufacturer of premium fine writing, text and cover papers, created the PAPERWORKS contest more than 25 years ago, the awards have become some of the most coveted honors that designers can receive. Entrants are judged by and compete against their peers in a series of regional contests. The Fresh Creative entries were judged as part of the eastern region which includes the states of New York, Massachusetts, Virginia, and the rest of the eastern seaboard.

(more)

“Having our work recognized while competing against well-known agencies of much larger size in places like New York City is a real honor,” said Judy Ricks, creative director at Fresh Creative. “We’re very proud of the high-level design we provide and it’s nice to see that our work stands out among well-respected competitors.”

Tracey Thomas, graphic designer, designed all pieces included in both entries. Judy Ricks served as creative director, Samantha Berens as project coordinator, and Boyd Brothers Printing, of Panama City, printed the pieces.

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ABOUT FRESH CREATIVE | COMMUNICATIONS + DESIGN

Fresh Creative | communications + design, established in 1992, specializes in marketing real estate and hospitality properties. Using strategic process and experience, they develop comprehensive solutions that create distinctive impressions. Learn more about Fresh Creative by visiting www.visitfreshcreative.com.

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PHOTO CAPTIONS

- 1) FreshCreativeBrochure_01: Fresh Creative’s award-winning brochure features clean lines and un-cluttered design.
- 2) FreshCreativeBrochure_02: Their brochure gives client and prospects insight to the kind of work Fresh Creative provides.
- 3) TapestryParkStationery: The unique tabbed letterhead system creatively solved a marketing problem that Tapestry Park had.

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