



PRESS RELEASE

For Immediate Release

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LOCAL AGENCY EARNS TOP ADVERTISING HONORS

SANTA ROSA BEACH, FLA (Feb. 9, 2008) – Fresh Creative | communications + design, located in Fort Walton Beach, earned top honors and 18 awards including Best of Show - Print, two Judges Choice awards, 8 Gold and 7 Silver ADDY® Awards at the Emerald Coast Advertising Federation's (ECAAF) ADDY® Awards held at Café Thirty-A. The ECAF ADDY® Awards are the first of a three-tiered international competition conducted annually by the American Advertising Federation to recognize and reward creative excellence in advertising. The highest scoring entries from the local competitions move on to compete regionally; regional winners then compete internationally. With over 60,000 entries annually, the ADDY® Awards are the world's largest and arguably toughest advertising competition.

"We are thrilled to have done so well at the ADDYs this year. We have an exceptional team that deserves to be recognized for their hard work. While the process of developing creative solutions that produce results for our clients is often reward enough, to be recognized by our industry adds to the satisfaction of a job well done," said Judy Ricks, vice president and creative director at Fresh Creative | communications + design.

Credits on all awards go to Tracey Thomas, graphic designer, Sam Berens, account coordinator, and Judy Ricks, creative director. As the highest scoring winners in their respective categories, the following entries will go on to compete regionally at the 4th District ADDY® Awards.

Best of Show / Gold ADDY - Tapestry Park: Walk the Park Campaign

Judge's Choice / Gold ADDY - Tapestry Park: Stationery

Judge's Choice / Gold ADDY - Fresh Creative | communications + design: Stationery

(more)

Gold ADDY - Tapestry Park: Town Center Ad Campaign

Gold ADDY - Tapestry Park: Walk the Park Poster

Gold ADDY - Tapestry Park: Walk the Park Ad

Gold ADDY - Fresh Creative | communications + design: Image Brochure

Gold ADDY - Fresh Creative | communications + design: Collateral Campaign

Silver ADDY - Fresh Creative | communications + design: Christmas Gift

Silver ADDY - Tapestry Park: Neighborhood Ad

Silver ADDY - Tapestry Park: Realty Ad

Silver ADDY - WaterSound: Southern Living Idea House Ad

Silver ADDY - WaterColor Inn and Resort: Trade Show Sales Sheet

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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 CAPTION

Tracey Thomas, Britt Walker, and Sam Berens, of Fresh Creative | communications + design, enjoy the evening at the Emerald Coast Advertising Federation's ADDY® Awards.

Editor's Note: Additional photos of winning work are available upon request.

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