



Presents 2008 ADDY Awards

For Immediate Release

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February 21, 2009 (McAllen, TX) – The AAF Rio Grande Valley presented its 2008 The Fine Art of Advertising ADDY® Awards for advertising creative excellence Saturday night at the IMAS (International Museum of Arts and Sciences in McAllen). This annual dinner and awards presentation was attended by over 76 individuals of the local advertising and media business in the valley.

Of the entries received by the club participants 19 gold ADDY Awards and 40 silver ADDY Awards were presented. Entries were judged based on creativity, originality and creative strategy. Top awards of the evening went to the “Best of Show” winners.

Rio Bravo Pictures captured Best of Show for Lone Star National Bank image campaign. Best of Non-Broadcast went to Millar Hollander Advertising for Okum Dentistry –sign. Best of Broadcast went to Rio Bravo Pictures for South Texas College – Student Life. Most Electrifying Outdoor went to Lamar Outdoor for Industrial Supplies. The Student Best of Show went to UTPA in Edinburg for the entire Panorama Magazine Staff for the Panorama Box Heads.

The guests were treated to an exciting and lively awards show featuring the best of the Rio Grande Valley advertising and marketing entries. “The event was held in the IMAS in McAllen amid contemporary art, which fit perfectly into the theme for the evening...The Fine Art of Advertising”. stated ADDY chair Richard Guerrero.

The American Advertising Federation (AAF) – ADDY Awards competition is sponsored by the AAF – Rio Grande Valley chapter part of the 10th District, a member association comprised of advertising and media professionals. Proceeds from the ADDY Awards help support the AAF- Rio Grande Valley’s education programs, public service projects and proactive government relations efforts. The ADDY Awards Competition is a three-tiered competition annually by the American Advertising Federation. The ADDY Awards Competition is the advertising industry’s largest and most representative competition for creative excellence.

An entire list of winners is attached,

