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## **Professionals and Students Recognized for Excellence in Advertising**

*Local organization presents 125 awards for industry work.*

St. Cloud, Minn. — The American Advertising Federation of Central Minnesota (AAFCM) presented its 2013 ADDY® Awards for advertising creative excellence at Paramount Theatre and Visual Arts Center (St. Cloud) last Saturday evening, February 9th.

Over 290 people attended the annual event that recognizes local agencies, creative professionals and students for their work during the previous year. Of the 345 entries received at this year's local level of the competition, 22 professional gold ADDY® Awards, 31 professional silver ADDY® Awards, 24 gold student ADDY® Awards and 38 silver student ADDY® Awards were presented.

Entries were judged based on creativity, originality and creative strategy. Gaslight Creative, a St. Cloud-based agency, captured Best of Show for their Third Street Brewhouse tap handles done for Third Street Brewhouse, Cold Spring. Student Best of Show went to Hali Danielson, a student at Central Lakes College for her Shubert Supply Company stationery package.

Each year, AAFCM presents the Silver Medal Award to a member of the local advertising community who has made outstanding contributions to the industry. Scott Mitchell, a principal of Adventure, an advertising agency with locations in Brainerd, St. Cloud, Minneapolis and Australia, was recognized as this year's recipient.

All gold ADDY® Award recipients will advance to the district competition where work will be recognized at an event on April 12th in Minneapolis. For more information about this year's AAFCM event or for a complete list of all 2013 AAFCM ADDY® Award winners, visit: [www.adfedcentral.com/addys2013](http://www.adfedcentral.com/addys2013).

**\*\*The ADDY® Awards Competition is a three-tiered national competition conducted annually by the American Advertising Federation. The ADDY® Awards Competition is the advertising industry's largest and most representative competition for creative excellence.**

**\*\*\*AAFCM is a nonprofit organization comprised of advertising professionals in the sales, marketing, creative, publishing, print, radio, television, and photography industries as well as students in these fields of study. AAFCM is dedicated to the betterment of advertising and**

marketing by providing educational opportunities, recognizing creative excellence, and providing a forum to interact and exchange ideas. [www.adfedcentral.com](http://www.adfedcentral.com)

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