





Atomic Age Meets Addy.

Bright, vibrant and optimistic, advertising from the late 1950s established the cultural context for an entire generation. Fifty years later, we're in a "transitional time" and could use a little inspiration from the advent of the golden age of advertising. This year as we gather our local advertising community to give each other a few pats on the back, we ask that you take a long look back. Not just over your shoulder at the work created the previous year—but way back, 50 years, to the era that made our industry what it is today.

2009 ADDY® AWARDS

Saturday, February 21, 2009

5:30pm – Social and viewing of work

7:30pm – Awards presentation

— REGENCY PLAZA —

912 West Saint Germain Street

St. Cloud, Minnesota



Swanky.

The sparkling new **Regency Plaza** across from the Paramount Theater in downtown St. Cloud will be home to the **2009 ADDY Awards**. A little piece of Manhattan here in central Minnesota, the Regency Plaza provides the perfect atmosphere to celebrate the beautiful work we create as an industry.

Social, viewing of entries and live jazz will take place on the mezzanine level starting at **5:30pm**. The awards presentation will begin promptly at **7:30pm** in the Grand Ballroom.

Heavy hors d'oeuvres, catered by **Mi Famiglia Ristorante**, will be served on both floors. Cash bars will be open for beer, wine and cocktail service—with **specials on period cocktails** throughout the evening.

Mad-style.

Think Madison Avenue 1959. Guys, scrounge up those skinny ties and fedoras. Gals, take a cue from MadMen's mid-century fashions. Check out the thrift stores or your parents' attic to uncover fashion gems from the era.

Think of it not a costume party, but a tribute to the styles of the late 50s.

As an incentive, all retro-fashions will be awarded a drink coupon and a special award will be given to the best male & female get-up.

So c'mon, let's all celebrate the creative brilliance in this area with an **Advertini**®, some good food and an **ADDY** or two.

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