

# THE ADDY<sup>®</sup> AWARDS

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## PRESS RELEASE GUIDELINES

### **The ADDY<sup>®</sup> Awards Press Release Packet**

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1. Sample Release Announcing Call-for-Entry Distribution (Include Call-for-Entry)
2. Sample Release Announcing Judges Selection
3. Sample Release Announcing Awards Presentation  
(Include invitation and follow-up with telephone call inviting press attendance and to secure deadline information.)
4. Sample Release Announcing Winners  
(Release with slide, photo or video footage of the winners to key local media contacts. Learn your media's deadlines and supply information accordingly.)

**[CLUB NAME] Issues Call-for-Entries****For Immediate Release**

Contact: [NAME, PHONE NUMBER]

Date: [DATE]

November 18, XXXX, [CITY, STATE] -- The [CLUB NAME] has issued its Call-for-Entries for the 2004–2005 [CLUB NAME] ADDY® Awards Competition.

The annual [CLUB NAME] ADDY® Awards Competition recognizes exceptional advertising created in the [CITY] Metropolitan Market. The ADDY® Awards honor advertising excellence in all media including print, broadcast, out-of-home and public service advertising.

All entries must be received by [TIME] on [DATE], at [DROP-OFF LOCATION]. Entry fees are [\$ AMOUNT] for members of the [CLUB NAME] and [\$ AMOUNT] for non-members.

A distinguished panel of advertising creative executives will gather in [CITY, STATE] the weekend of [DATE] to select the winners from an anticipated [#] entries. To be eligible for consideration of an ADDY®, all work must have been published or aired between January 1, 2004, and December 31, 2005.

The [CLUB NAME] ADDY® Awards winners will be honored during a black-tie dinner gala on [DATE] at the [VENUE] in downtown [CITY, STATE]. Winners of the [CLUB NAME] ADDY® Awards are eligible to compete in the second level of the three-tiered ADDY® Awards Competition, the District [DISTRICT #] ADDY® Awards conducted in [MONTH]. The District [DISTRICT #] winners are then eligible for the ultimate competition, the national ADDY®, presented in June every year by the American Advertising Federation.

The [CLUB NAME] ADDY® Awards Competition is sponsored by the [CLUB NAME], a member association comprised of advertising and media professionals. Proceeds from the ADDY® Awards help support the [CLUB NAME]'s educational programs, public service projects and proactive government relations efforts.

For more information or to receive an ADDY® Awards entry packet contact [CONTACT NAME] the ADDY® Awards competition chair at [PHONE NUMBER] or [E-MAIL ADDRESS].

\*\*\* Enclosure: [CLUB NAME] ADDY® Awards Call-for-Entry

\*\*\*\* The ADDY® Awards Competition is a three-tier 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.

\*\*\*\*\* [CLUB'S IDENTIFICATION STATEMENT]

## Judges Selected for 2004-2005 [CLUB NAME] ADDY® Awards

### For Immediate Release

Contact: [NAME, PHONE NUMBER]

Date: [DATE]

December 9, XXXX, [CITY, STATE] --- The [CLUB NAME] has confirmed the [# OF JUDGES] member creative panel that will judge entries of the 2004–2005 [CLUB NAME] ADDY® Awards. The ADDY® Awards Competition honors creative excellence in advertising.

Judging will be conducted the weekend of [DATE]. Judges will review entries submitted by the [MARKET] advertising community in all areas of print and broadcast media and public service advertising. All finalists will be notified by mail the week of [DATE] And winners will be honored at a black-tie gala [EVENT DATE].

All entries must be received by [TIME] on [DATE], at [LOCATION]. Entry fees are [\$ AMOUNT] for members of the [CLUB NAME] and [\$ AMOUNT] for non-members. To receive an ADDY® Awards entry packet contact [CONTACT NAME] the ADDY® Awards competition chair at [PHONE NUMBER] or [E-MAIL ADDRESS].

The [CLUB NAME] ADDY® Awards Competition is sponsored by the [CLUB NAME], a member association comprised of advertising and media professionals. Proceeds from the ADDY® Awards help support the [CLUB NAME]'s educational programs, public service projects and proactive government relations efforts.

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\*\*\*\* [CLUB'S IDENTIFICATION STATEMENT]

## Invitations Out for the [CLUB NAME] ADDY® Awards Presentation

### For Immediate Release

Contact: [NAME, PHONE NUMBER]

Date: [DATE]

January 20, XXXX, [CITY, STATE] -- Invitations are out for the [13TH (FOR EXAMPLE)] annual [CLUB NAME] ADDY® Awards presentation ceremonies on [EVENT DATE] at the [VENUE].

The ADDY® Awards, sponsored by the [CLUB NAME], recognize and showcase [MARKET]'s best advertising creative talent. The evening begins at [TIME] with cocktails followed by dinner and presentation of awards.

[# OF ENTRIES] broadcast and print entries were received this year from agencies, businesses and individuals doing business in the [CITY] market. Of these entries, the [# OF JUDGES] member judging panel singled out the award winners.

Tickets for this gala event are [\$ AMOUNT] for members of the [CLUB NAME] and [\$ AMOUNT] for non-members. Tickets may be purchased in advance by calling [CONTACT NAME] at [PHONE NUMBER].

The [CLUB NAME] ADDY® Awards Competition is sponsored by the [CLUB NAME], a member association comprised of advertising and media professionals. Proceeds from the ADDY® Awards help support the [CLUB NAME]'s educational programs, public service projects and proactive government relations efforts.

\*\* Enclosure: Event Invitation

\*\*\* To obtain press credentials to cover the [CLUB NAME] ADDY® Awards, contact [CONTACT NAME] at [PHONE NUMBER].

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\*\*\*\* [CLUB'S IDENTIFICATION STATEMENT]

## **[CLUB NAME] Presents 2004–2005 ADDY® Awards**

### **For Immediate Release**

Contact: [NAME, PHONE NUMBER]

Date: [DATE]

February 15, XXXX, [CITY, STATE] -- The [CLUB NAME] presented its 2004–2005 ADDY® Awards for advertising creative excellence Saturday night at the [EVENT VENUE]. This annual dinner and awards presentation was attended by over [# OF ATTENDEES] individuals of the local advertising and media businesses.

Of the [# OF ENTRIES] entries received by the [CLUB NAME], [#] gold ADDY® Awards and [#] 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. [AGENCY] captured the Broadcast Best of Show for a 30-second television commercial for [CLIENT]. [AGENCY] garnered Print Best of Show for its client [CLIENT].

Following is a complete list of all the 2004–2005 [CLUB NAME] ADDY® Awards winners:

[LIST OF WINNERS - CATEGORY, AGENCY, CLIENT, TITLE OF AD]

The [CLUB NAME] ADDY® Awards Competition is sponsored by the [CLUB NAME], a member association comprised of advertising and media professionals. Proceeds from the ADDY® Awards help support the [CLUB NAME]'s educational programs, public service projects and proactive government relations efforts.

\*\* Enclosure: Winners Book

\*\*\* 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.

\*\*\*\* [CLUB'S IDENTIFICATION STATEMENT]