

2007 ADDY® Awards For Immediate Release

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UlrichPinciotti Design Group Recognized for Creative Excellence

February 26, 2007, Toledo, Ohio – The Advertising Club of Toledo presented its 2007 ADDY® Awards for advertising creative excellence Thursday night at Owens Community College's Center for Fine and Performing Arts. This awards presentation was attended by individuals of the local advertising, media and marketing industry.

Entries in the competition were judged based on creativity, originality and creative strategy. Among the top award winners was UlrichPinciotti Design Group (UPDG) with a total of eight awards:

- **Judge's Choice**
Category – Out-of-Home – Site, Exterior
Advertiser – Toledo Botanical Garden, *Entrance Sign*
- **Gold Addy**
Category – Collateral Material – Special Event Material, Invitation
Advertiser – Shumaker, Loop & Kendrick, *Client & Friend Party Invitation*
- **Gold Addy**
Category – Out-of-Home – Site, Exterior
Advertiser – Toledo Botanical Garden, *Entrance Sign*
- **Gold Addy**
Category – Elements of Advertising – Logo
Advertiser – Toledo Botanical Garden, *Logo*
- **Silver Addy**
Category – Public Service – Collateral, Cards/Invitations
Advertiser – Toledo Botanical Garden, *Tea Party Invitation*
- **Honorable Mention**
Category – Advertising for the Arts & Sciences – Collateral, Brochure/Sales Kit
Advertiser – Toledo Museum of Art, *Glass Pavilion Teachers' Guide*
- **Honorable Mention**
Category – Advertising for the Arts & Sciences – Collateral, Brochure/Sales Kit
Advertiser – Toledo School for the Arts, *Sculpture Garden Dedication*
- **Honorable Mention**
Category – Advertising for the Arts & Sciences – Collateral, Cards/Invitations
Advertiser – Toledo Museum of Art, *Glass Pavilion Opening Events Invitation*

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Joe Pinciotti, senior partner and creative director, reflected on the evening, “I’m honored by the recognition, but it’s all in a day’s work. At UPDG we strive for excellence to create value for our clients. We believe that good design is good business.”

UPDG’s Gold Addy award winning entries and the Judge’s Choice award winning entry will be sent on to the 5th District American Advertising Federation Competition next month. Winning entries at the district competition will compete for national honors.

In addition to the Addy awards, Pinciotti’s entry in the Ad Club’s logo competition was selected by club officials and his peers as the new identity for the organization. His submission won out from more than 130 entries.

To learn more about UlrichPinciotti Design Group, visit their web site at updesigngroup.com and for more information about the Advertising Club of Toledo visit their web site at www.adclubtoledo.org.

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