

ADDY District Winners Press Release

Awards	Entry	Entrant	Advertiser
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District Eleven of the American Advertising Federation announced the winners of the coveted ADDY Awards competition honoring creative excellence in advertising.

A Complete list of winners is listed below.

ADVERTISING FOR THE ARTS & SCIENCES

Gold ADDY® Award	2007 BendFilm Festival Campaign	tbd advertising	BendFilm
Gold ADDY® Award	2007 BendFilm Festival Print Campaign	tbd advertising	BendFilm
Silver ADDY® Award	Hype	Central Washington University	CWU Campus Life
Silver ADDY® Award	Science. Try It. Campaign	saltStudio	spectrUM Discovery Center
Silver ADDY® Award	Science. Try It. Non-Traditional	saltStudio	spectrUM Discovery Center
Silver ADDY® Award	2007 BendFilm "The End" Poster	tbd advertising	BendFilm
Silver ADDY® Award	2007 BendFilm Festival "OPEN/CLOSED"	tbd advertising	BendFilm

ADVERTISING INDUSTRY SELF-PROMOTION

Gold ADDY® Award	XOXO: Holiday Kisses from Boom	Boom Creative	Boom Creative
Gold ADDY® Award	Big Book Self Promo	tbd advertising	tbd advertising
Gold ADDY® Award	DesignWorks Group Promo Book	The DesignWorks Group	The DesignWorks Group
Silver ADDY® Award	Vacuum Ad	Hadley Green Creates	Hadley Green Creates
Silver ADDY® Award	HL2 Website	HL2	HL2
Silver ADDY® Award	Mercury Website	Mercury Advertising	Mercury Advertising
Silver ADDY® Award	Salty Recipe Book	Salty Design Foundry	Salty Design Foundry
Silver ADDY® Award	Route 66 Poster	The DesignWorks Group	The DesignWorks Group

COLLATERAL MATERIAL

Gold ADDY® Award	Swirl Wine Club	Buzzsaw Studios Inc	Swirl Wine Club
Gold ADDY® Award	Three Lions Bakery	CMD	Three Lions Bakery
Gold ADDY® Award	Bend Living - Breast Cancer Portfolio -	Cutter Communications, Inc.	Bend Living
Gold ADDY® Award	Hornall Anderson Holiday Card	Hornall Anderson	Hornall Anderson
Silver ADDY® Award	2007 Ellensburg Rodeo Poster	Abbott's Printing, Inc.	Ellensburg Rodeo
Silver ADDY® Award	Ancient Faith Bibles	Brand Navigation, LLC	Broadman & Holman Publishers
Silver ADDY® Award	Tetherow Double Eagle	Citrus	Tetherow
Silver ADDY® Award	Metsker Maps	DDB, Seattle	Metsker Maps
Silver ADDY® Award	Saddlehorn 'The Ride' Event	Designworks	Saddlehorn, LLC/Doug Averill
Silver ADDY® Award	Bend Visitor & Convention Bureau Visitor's	DVA Advertising & PR	Bend Visitor & Convention Bureau
Silver ADDY® Award	Funfundzwanzig Anniversary Party	Hornall Anderson	Hornall Anderson
Silver ADDY® Award	TrueBlue brand guidebook	Hornall Anderson	TrueBlue
Silver ADDY® Award	Vertus Clothing 2007 Look Book	Katie Shamberg	Vertus Clothing
Silver ADDY® Award	KC Voice identity materials	Mulch Design	KC Voice
Silver ADDY® Award	Coeur d'Alene Farmer's Market	Salty Design Foundry	Coeur d'Alene Farmer's Market
Silver ADDY® Award	Magic Geek Brochure	Salty Design Foundry	Magic Geek Inc.
Silver ADDY® Award	Will of Fortune	Salty Design Foundry	Center Stage
Silver ADDY® Award	Neighborhood Hops Traveling Beer	tbd advertising	Deschutes Brewery
Silver ADDY® Award	Christianity's Dangerous Idea	The DesignWorks Group	Harper San Francisco
Silver ADDY® Award	Extreme Pursuit	The DesignWorks Group	NavPress
Silver ADDY® Award	Inside a Cutter's Mind	The DesignWorks Group	Think
Silver ADDY® Award	Out of the Ooze	The DesignWorks Group	NavPress
Silver ADDY® Award	The Nature of Monsters	The DesignWorks Group	Harcourt

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Silver ADDY® Award	The Reluctant Fundamentalist	The DesignWorks Group	Harcourt
Silver ADDY® Award	BMC Level 1 Brochure	The Shop	Bend Memorial Clinic

CONSUMER OR TRADE PUBLICATION

Gold ADDY® Award	Out Is In.	Copacino+Fujikado	REI
Gold ADDY® Award	Plasma TV	Copacino+Fujikado	REI
Gold ADDY® Award	Sunset Magazine Spread	Drake-Cooper	Idaho Travel Council
Silver ADDY® Award	Maps	BHW1	Rogue Shoes
Silver ADDY® Award	Redundant	CMD	Jeld-Wen
Silver ADDY® Award	Tickertape	DDB, Seattle	Jan Barnes
Silver ADDY® Award	Travel Montana - Cowboy in the Field Ad	Mercury Advertising	Travel Montana
Silver ADDY® Award	Travel Montana - Print Campaign	Mercury Advertising	Travel Montana
Silver ADDY® Award	Travel Montana - Yurt National Ad	Mercury Advertising	Travel Montana
Silver ADDY® Award	Splat for Urban Climber	Salty Design Foundry	Acme Climbing
Silver ADDY® Award	Yarrow 'What Would Life Be Like'	tbd advertising	Brooks Resources

DIRECT MARKETING

Gold ADDY® Award	Save the Boobs T-Shirt Design	Katie Shamberg	Think Pink, Inc.
Silver ADDY® Award	Wicked Pony Invitation	DVA Advertising & PR	Remington Ranch
Silver ADDY® Award	Dropping Folic Acid maternity shirt	Ideasmith	Jestations
Silver ADDY® Award	We're Hoping it's a Pony maternity shirt	Ideasmith	Jestations
Silver ADDY® Award	Travel Montana - Coffee Sleeves	Mercury Advertising	Travel Montana
Silver ADDY® Award	Travel Montana - Direct Mail Box	Mercury Advertising	Travel Montana
Silver ADDY® Award	Bernice's Bakery Calendar	saltStudio	Bernice's Bakery

ELEMENTS OF ADVERTISING

Silver ADDY® Award	Whitehouse-Crawford Photography	Ben Delaney Photographer	Whitehouse-Crawford Restaurant
Silver ADDY® Award	Swirl Wine Club	Buzzsaw Studios Inc	Swirl Wine Club
Silver ADDY® Award	Oranges	Dean Davis Photography, Inc.	Dean Davis Photography
Silver ADDY® Award	Dry Fly Distillery Logo	HL2	Dry Fly Distillery
Silver ADDY® Award	Schnitzer 818 Logo	Hornall Anderson	Schnitzer West
Silver ADDY® Award	Seattle Seahawks 12 Logo	Hornall Anderson	Seattle Seahawks
Silver ADDY® Award	Space Needle SkyQ Logo	Hornall Anderson	Space Needle
Silver ADDY® Award	"Can't Get Out"	House of Sound	IGCAPP
Silver ADDY® Award	Save The Boobs Logo	Katie Shamberg	Think Pink, Inc.
Silver ADDY® Award	Sasquatch Logo	Oliver Russell	www.ibelieveinsasquatch.com

INTERACTIVE MEDIA

Gold ADDY® Award	Frontier Room Website	urbanINFLUENCE	Frontier Room
Silver ADDY® Award	Adventure Boys	Bullseye Creative	Adventure Boy
Silver ADDY® Award	Stop Digital Amnesia	HL2	Microsoft Windows Home Server
Silver ADDY® Award	Sidewinder Site of Champions Website	HL2	Microsoft Hardware
Silver ADDY® Award	My Family 'Census' Microsite	Hornall Anderson	MyFamily
Silver ADDY® Award	Tommy Bahama Website	Hornall Anderson	Tommy Bahama
Silver ADDY® Award	Professor Layton and the Curious Village	POP	Nintendo
Silver ADDY® Award	Blue's Clue's Mix-n-Match Dressup Game	Seven2 Interactive	Nick Jr.
Silver ADDY® Award	Master of Illusion Point Rolls	Seven2 Interactive	Nintendo of America
Silver ADDY® Award	CFvoice.com Memory Game	Toolhouse, Inc.	Novartis

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MIXED MEDIA (Cross Platform) CAMPAIGNS			
Silver ADDY® Award	Rural Landscape Institute DVD/Package	Brickhouse Creative	Rural Landscape Institute
Silver ADDY® Award	'We're There.' Small Business Campaign	Drake-Cooper	Home Federal
Silver ADDY® Award	Neighborhood Hops Traveling Beer	tbd advertising	Deschutes Brewery
NEWSPAPER			
Silver ADDY® Award	"We're There." Newspaper Campaign	Drake-Cooper	Home Federal
Silver ADDY® Award	Henry's Print: "Certified"	miller.whiterunkle	Henry Weinhard's
Silver ADDY® Award	Yarrow 'What Would Life Be Like'	tbd advertising	Brooks Resources
NON-TRADITIONAL ADVERTISING (See Glossary)			
Gold ADDY® Award	Piping Cold	DDB, Seattle	McDonald's of Western Washington
Gold ADDY® Award	Traveling Big Barrel Pub	tbd advertising	Deschutes Brewery
Silver ADDY® Award	Open Your Snack Hole	DDB, Seattle	McDonald's of Western Washington
Silver ADDY® Award	Family Services "Don't just look away"	Hydrogen	Family Services
Silver ADDY® Award	Neighborhood Hops Traveling Beer	tbd advertising	Deschutes Brewery
OUT-OF-HOME			
Gold ADDY® Award	Beer Crate Distributor Truck	tbd advertising	Deschutes Brewery
Gold ADDY® Award	Traveling Big Barrel Pub	tbd advertising	Deschutes Brewery
Silver ADDY® Award	Knowledge Center	Anderson Mraz Design	Itron Inc
Silver ADDY® Award	Ice Blocks	DDB, Seattle	McDonald's of Western Washington
Silver ADDY® Award	Piping Cold	DDB, Seattle	McDonald's of Western Washington
Silver ADDY® Award	Hitchcock Building Mural	Oliver Russell	The Record Exchange
PUBLIC SERVICE			
Gold ADDY® Award	Parentland	Drake-Cooper	Idaho Teen Pregnancy Prevention
Silver ADDY® Award	8th Annual Heaven Can Wait 5K	DVA Advertising & PR	Heaven Can Wait 5K
Silver ADDY® Award	Recipes for Feeding Hungry Alaskans	Mad Dog Graphx	Food Bank of Alaska
Silver ADDY® Award	Watson Children's Shelter Web Site	Partners Inc	Watson Children's Shelter
Silver ADDY® Award	Winter Congestion	saltStudio	Missoula In Motion
Silver ADDY® Award	More Than Medicine	The Matala Line	Lifelong AIDS Alliance
RADIO			
Gold ADDY® Award	Ripped n Hot	Bend Radio Group	National Fitness and Raquetclub
Gold ADDY® Award	Big Sky Resort Radio Campaign	Mercury Advertising	Big Sky Resort
Gold ADDY® Award	Big Sky Resort Summer Radio Campaign	Mercury Advertising	Big Sky Resort
Silver ADDY® Award	Cold Guy	DDB, Seattle	McDonald's of Western Washington
Silver ADDY® Award	St. Charles Redmond Radio - Control	DVA Advertising & PR	Cascade Healthcare Community
Silver ADDY® Award	Mcdonald's: A Dog's Life	miller.whiterunkle	McDonald's Tri State Owner
SALES PROMOTION			
Gold ADDY® Award	T-Mobile NBA All-Star Jam Sponsorship	Hornall Anderson	T-Mobile
Gold ADDY® Award	Traveling Big Barrel Pub	tbd advertising	Deschutes Brewery
Gold ADDY® Award	The Right Mobile Fit Toolkit	Worktank	AT&T
Silver ADDY® Award	Headwaters Sales Kit	Blue541	Merritt Properties
Silver ADDY® Award	Bellatazza 1 lb. coffee packaging	Buzzsaw Studios Inc	Bellatazza
Silver ADDY® Award	DryFly Distillery Vodka Packaging	HL2	DryFly

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Silver ADDY® Award	2007 Precor Keynote Video	Hydrogen	Precor Inc.
Silver ADDY® Award	Meriwether Ranch Sales Book by Jack	Noot Group	Meriwether Ranch
Silver ADDY® Award	'Our Farms to Your Table' - WSDA	North By Northwest Productions	Washington State Department of
Silver ADDY® Award	Bing Bang Boom! Packaging	Range NW	Bing Bang Boom!
Silver ADDY® Award	Jugglingstore.com Catalog	Salty Design Foundry	Magic Geek Inc.
Silver ADDY® Award	19th Anniversary Golden Ale Label	tbd advertising	Deschutes Brewery
Silver ADDY® Award	Odell Coasters	tbd advertising	Odell Brewing Co.
Silver ADDY® Award	Odell IPA Packaging	tbd advertising	Odell Brewing Co.

STUDENT ADDY Categories

Student Gold	Wine Label	Heidi Jantz	Spokane Falls Community College
Student Silver	Stop Aids	Dan Steele	Central Washington University
Student Silver	Lego "Imagination — Build Yours" TV Spot	Christopher Mayer	Central Washington University
Student Silver	A Manuscript of Ashes	Connie Stern - The DesignWorks	Cornish School of the Arts
Student Silver	Who Do You Think You Are?	Connie Stern - The DesignWorks	Cornish School of the Arts
Student Silver	Department of Arts & Sciences	Lindsey Krause	MSU - Northern
Student Silver	0°C Vodka Bottle	Abram Hill	Spokane Falls Community College

TELEVISION

Gold ADDY® Award	My Oh My	Copacino+Fujikado	Seattle Mariners
Gold ADDY® Award	Garden Wedding	DDB, Seattle	Equality California Institute
Gold ADDY® Award	Glasstracks	DDB, Seattle	McDonald's of Western Washington
Silver ADDY® Award	Revelry "In a box"	Dave Syferd & Partners	Revelry
Silver ADDY® Award	Monkey Butt	I.E. Productions	Rex Rammell for U.S. Senate
Silver ADDY® Award	Chasing	KQUP RTN 24	Marci's Bail Bonds
Silver ADDY® Award	"Our Farms to Your Table" - WSDA	North By Northwest Productions	Washington State Department of
Silver ADDY® Award	House	North By Northwest Productions	North By Northwest Entertainment