



RELEASE
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THE LARGEST ADVERTISING AWARDS COMPETITION IS BACK!

Fort Lauderdale, FL (February 12, 2018) – Join AAF Greater Fort Lauderdale and the Palm Beaches for the largest American Advertising Awards competition in the industry, as we recognize and reward the creative spirit. The ADDY® Awards Gala will take place on Thursday, March 8th at 6:30 P.M. at The Venue Fort Lauderdale, 2345 Wilton Drive, Fort Lauderdale, FL 33305.

Guests will have the opportunity to network, dine and applaud the winners on this special night. Dinner and two complimentary drinks are included in the ticket price. The ticket also includes the ADDY® Awards Winners Book. “We’re excited to have almost 400 entries in this year’s awards made up of a mix of regular entrants and some newcomers, plus our first year of student entries from Broward College, Palm Beach Atlantic University and Lynn University,” said president of AAF Andrew Martineau. “More student participation in the American Advertising Awards is integral to the growth of the organization and we are glad to have these new entrants be part of our local advertising community.”

Sponsors for the ADDY® Awards include: iCreatives Staffing, Brand Tango, LP Media, Southeastern Printing, Veritiv Corporation, Redline Media Group and Bombshell Productions.

Attracting nearly 40,000 professional entries each year nationwide, the American Advertising Awards is among the world’s largest and most comprehensive advertising competitions. The ADDY’s® originated here in Florida in 1960 and became a three-tiered National competition in 1968.

Sponsored by the AAF, the awards honor excellence in advertising and cultivate the highest creative standards in the industry. Each fall, the competition begins with contests in the nation’s 200+ AAF member clubs, where entries must be submitted and judged to be eligible for the ADDY® process. Local winners proceed to 15 regional competitions, and those winners, to the national finals.

Every year’s winners demonstrate the uniqueness of the ADDY® Awards because their work has not only received national honors but has been recognized at local and regional levels as well.

Proceeds from the ADDY® Awards program on all levels of competition go back into the industry through the work of the AAF and its members, especially in the areas of advertising education and public service advertising.

With more than 100 categories covering all aspects of advertising, the AAF Greater Fort Lauderdale & the Palm Beaches annual ADDY® Awards is the first of a three-tier step in the advertising industry’s largest and most representative competition in the country.

For more information, contact AAF Greater Fort Lauderdale and the Palm Beaches at 954.703.6650 ext. 1 or ADDY@cochair@aafsfl.org.

To learn more about AAF’s events visit <http://bit.ly/AAFEVENTS> or like AAF on Facebook <https://www.facebook.com/aafsfl/>



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ABOUT AAF Greater Fort Lauderdale & The Palm Beaches (American Advertising Federation)

The Advertising Federation of Greater Fort Lauderdale was established in 1957. It is the local branch of the national group, the American Advertising Federation (AAF). The AAF is a not-for-profit industry association with 15 districts throughout the country. In 2016, the Greater Fort Lauderdale Advertising Federation teamed up with the Advertising Federation of The Palm Beaches to form AAF Greater Fort Lauderdale & The Palm Beaches. Serving the interests of those in the advertising community, the group encourages those in their creative community to meet, coordinate, and engage in sharing ideas and best practices to foster learning and encourage local advertising and marketing students. Regularly scheduled events on relevant issues and topics of interest to the group are planned with this in mind. For more information visit AAFSFL.org

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