

Awards	Entry	Entrant	Advertiser
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The Lubbock Advertising Federation announced the winners of the coveted ADDY Awards competition honoring creative excellence in advertising.

A Complete list of winners is listed below.

## SALES PROMOTION

Gold ADDY® Award	Visit Lubbock Sales Kit-Meeting	Visit Lubbock	Visit Lubbock
Silver ADDY® Award	OJD Engineering Sales Kit	Stallings Design	OJD Engineering
Silver ADDY® Award	SafeDenim Jean Labels	The Price Group	Plains Cotton Cooperative Association
Gold ADDY® Award	TTUHSC School of Medicine	TTUHSC	TTUHSC School of Medicine

## COLLATERAL MATERIAL

Gold ADDY® Award	Gateway Capital Stewardship Services	Stallings Design	Gone Virtual Studios
Silver ADDY® Award	New Business Pocketfolder	The Price Group	South Plains Precision Ag
Silver ADDY® Award	Lubbock Garden Guide	The Price Group	Lubbock Master Gardeners
Silver ADDY® Award	North Star Brochure	Admarc, Inc.	North Star Surgical Center
Gold ADDY® Award	Vietnam Collateral Campaign	The Price Group	Texas Tech University, Vietnam Center &
Gold ADDY® Award	'I Do Not Apologize for the Length of	Texas Tech University Press	Texas Tech University Press
Silver ADDY® Award	Sex, Murder, and the Unwritten Law	Texas Tech University Press	Texas Tech University Press
Gold ADDY® Award	Pulse Magazine, All The Right Moves	Hartsfield Design	TTU Health Sciences Center
Silver ADDY® Award	For Freedom	Lubbock Avalanche-Journal	Lubbock Magazine - Fine Living on the
Silver ADDY® Award	Techsan, Building the Human Spirit	Hartsfield Design	TTU Alumni Association
Silver ADDY® Award	Rawls Exchange 2009, pages 4-11, 16	Hartsfield Design	Rawls College of Business
Gold ADDY® Award	Rawls Exchange 2009	Hartsfield Design	Rawls College of Business
Silver ADDY® Award	Pulse Magazine, Summer 2009	Hartsfield Design	TTU Health Sciences Center
Silver ADDY® Award	Lone Star Wildflowers	Texas Tech University Press	Texas Tech University Press
Gold ADDY® Award	TAB, Dan Cummins	University Printing Services TTU	Student Union Activities, Texas Tech
Silver ADDY® Award	TAB Drinking Age Debate Poster	University Printing Services TTU	Tech Activities Board - Texas Tech
Silver ADDY® Award	TAB, Arbor Day	University Printing Services TTU	Student Union Activities, Texas Tech
Silver ADDY® Award	TAB, Red Raider Welcome to your	University Printing Services TTU	Student Union Activities, Texas Tech
Silver ADDY® Award	Celebrate the Season	The Price Group	Film Fleet L.L.C.
Silver ADDY® Award	South Plains College Vocational	The Price Group	RuAnn Godinez
Gold ADDY® Award	2009 Cattle Barons Ball	The Price Group	American Cancer Society

## DIRECT MARKETING

Gold ADDY® Award	Fall Tour Mailer	The Price Group	Verrado Estates
Gold ADDY® Award	Portable Restroom Mailers	The Price Group	Film Fleet L.L.C.

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Silver ADDY® Award	Craig Greeting Mailers	The Price Group	Sears Methodist Retirement System
Gold ADDY® Award	2009 Texas Tech System Day Invite	The Price Group	Texas Tech Alumni Association
<b>OUT-OF-HOME</b>			
Gold ADDY® Award	4th on Broadway Celebration	The Price Group	Broadway Festivals
Silver ADDY® Award	'Room For My Shoes' Vehicle Design	Betenbough Homes	Betenbough Homes
<b>CONSUMER OR TRADE PUBLICATION</b>			
Gold ADDY® Award	Dallas Cowboys Yearbook: MBA for	Rawls College of Business, Texas Tech	Rawls College of Business MBA Program
Silver ADDY® Award	TTUHSC School of Medicine	TTUHSC	TTUHSC School of Medicine
<b>NEWSPAPER</b>			
Gold ADDY® Award	ASB "Stability"	The Price Group	American State Bank
Silver ADDY® Award	ASB "A-Team Construction"	The Price Group	American State Bank
Silver ADDY® Award	ASB "Rewards"	The Price Group	American State Bank
Gold ADDY® Award	LP&L "Pinwheel"	The Price Group	Lubbock Power & Light
Gold ADDY® Award	ASB 2009 Image Print Campaign	The Price Group	American State Bank
Gold ADDY® Award	LP&L Green Print Campaign	The Price Group	Lubbock Power & Light
Silver ADDY® Award	We Think Pink All Year Long	UMC Health System	UMC's Southwest Cancer Treatment &
Silver ADDY® Award	LP&L Heritage Print Campaign	The Price Group	Lubbock Power & Light
<b>INTERACTIVE MEDIA</b>			
Gold ADDY® Award	Villa Tranquilla Flash Website	Stallings Design	Villa Tranquilla
Gold ADDY® Award	Dallas Symphony Orchestra Kids	Smooth Fusion	Dallas Symphony Orchestra
Gold ADDY® Award	Studio West Website	The Price Group	Studio West
Silver ADDY® Award	Texas Tech University System Holiday	University Printing Services TTU	Texas Tech University System
Gold ADDY® Award	Police Pursuit	Lubbock Avalanche-Journal	Lubbock Police Department
<b>RADIO</b>			
Gold ADDY® Award	\$8888 JINGLE	Owen Group Advertising	GENE MESSER KIA
Silver ADDY® Award	Hogland Office Equipment	Ramar Communications	Hogland Office Equipment
Silver ADDY® Award	JETTA GRADUATE	Owen Group Advertising	GENE MESSER VOLKSWAGEN
Silver ADDY® Award	VW HALLOWEEN	Owen Group Advertising	GENE MESSER VOLKSWAGEN
<b>TELEVISION</b>			
Silver ADDY® Award	CARDINALS UNDER ARMOUR	Owen Group Advertising	CARDINALS
Gold ADDY® Award	LP&L 'Wind Power' :30 Spot	The Price Group	Lubbock Power & Light
Gold ADDY® Award	DOLLAR MUSICAL	Owen Group Advertising	DOLLAR WESTERN WEAR
Gold ADDY® Award	VW EXCITEMENT	Owen Group Advertising	GENE MESSER VOLKSWAGEN

# ADDY Winners Press Release

Awards	Entry	Entrant	Advertiser
Silver ADDY® Award	CNB NO OTHER PLACE	Owen Group Advertising	COMMERCE NATIONAL BANK
Silver ADDY® Award	CNB HEART OF TEXAS	Owen Group Advertising	COMMERCE NATIONAL BANK
Silver ADDY® Award	CNB SOMETHING SPECIAL	Owen Group Advertising	COMMERCE NATIONAL BANK
Silver ADDY® Award	Job Spot Online: Get Clicking	Ramar Communications	Job Spot Online
Silver ADDY® Award	Double T 104 3 Launch	Ramar Communications	Double T 104 3
Silver ADDY® Award	LP&L 'Conserve and Save' :30 Spot	The Price Group	Lubbock Power & Light
Silver ADDY® Award	\$8888 KIA TV	Owen Group Advertising	GENE MESSER KIA
Silver ADDY® Award	COMMERCE NATIONAL CAMPAIGN	Owen Group Advertising	COMMERCE NATIONAL BANK
Silver ADDY® Award	LP&L Green TV Campaign	The Price Group	Lubbock Power & Light
Gold ADDY® Award	I Beat Pete Grindhouse Long Version	KCBD	KCBD
Silver ADDY® Award	Working For You	KCBD	KCBD
Silver ADDY® Award	FOX34 Local Matters	Ramar Communications	FOX34 News
Gold ADDY® Award	ASB 'Airline Tickets' :30 Spot	The Price Group	American State Bank
Gold ADDY® Award	ASB "Ramp" :30 Spot	The Price Group	American State Bank
Silver ADDY® Award	Texas Tech University 2009 NCAA	Studio 84	Texas Tech University
Silver ADDY® Award	ASB "Warm Coat" :30 Spot	The Price Group	American State Bank
Silver ADDY® Award	Road to Riches TV Campaign	Admarc, Inc.	United Supermarkets
Silver ADDY® Award	ASB 2009 Image TV Campaign	The Price Group	American State Bank
Silver ADDY® Award	Penny TV Campaign Market Street	Admarc, Inc.	Market Street

## MIXED/MULTIPLE MEDIA

Silver ADDY® Award	Get Back in the Game with UMC	UMC Health System	UMC Health System
Gold ADDY® Award	ASB 2009 Image Multi-Media	The Price Group	American State Bank

## ADVERTISING FOR THE ARTS & SCIENCES

Gold ADDY® Award	Ampersand	University Printing Services TTU	College of Visual and Performing Arts,
Silver ADDY® Award	In the Shadow of Giants brochure	Lubbock Symphony Orchestra	Lubbock Symphony Orchestra
Gold ADDY® Award	Carnivale - Spice of Life	UMC Health System	UMC Health System
Silver ADDY® Award	Summer 2009 Mass Communicator	Texas Tech University	Texas Tech College of Mass
Silver ADDY® Award	Fall 2009 Tech imPRESSions	Texas Tech University	Texas Tech College of Mass
Silver ADDY® Award	Season of the Arts	University Printing Services TTU	College of Visual and Performing Arts,
Silver ADDY® Award	Arts & Sciences Magazine 2009	Hartsfield Design	College of Arts & Sciences

## PUBLIC SERVICE

Silver ADDY® Award	Native American Symposium Poster	Hartsfield Design	Cross Cultural Academic Advancement
Gold ADDY® Award	Library Services Awareness Campaign	Texas Tech University-Libraries	Texas Tech University Libraries

## ADVERTISING INDUSTRY SELF-PROMOTION

<b>Awards</b>	<b>Entry</b>	<b>Entrant</b>	<b>Advertiser</b>
Silver ADDY® Award	Hartsfield Design Stationery Package	Hartsfield Design	Hartsfield Design
Gold ADDY® Award	Plan it Green! - Brochure	University Printing Services TTU	University Printing Services, Texas Tech
Silver ADDY® Award	Gone Virtual Studios - Tell Your Story	Gone Virtual Studios, Inc.	Gone Virtual Studios

**ELEMENTS OF ADVERTISING**

Gold ADDY® Award	Cattle Barons Logo "Whole Lotta	The Price Group	American Cancer Society
Silver ADDY® Award	Southwest Community Church	Gone Virtual Studios, Inc.	Southwest Community Church
Silver ADDY® Award	Harvest Family Church Animation	Gone Virtual Studios, Inc.	Harvest Family Church
Silver ADDY® Award	Grace Community Church Animation	Gone Virtual Studios, Inc.	Grace Community Church
Gold ADDY® Award	\$8888 JINGLE	Owen Group Advertising	GENE MESSER KIA
Gold ADDY® Award	LP&L "Conserve and Save" :30 Spot	The Price Group	Lubbock Power & Light
Gold ADDY® Award	DOLLAR MUSICAL	Owen Group Advertising	DOLLAR WESTERN WEAR
Gold ADDY® Award	COMMERCE NATIONAL BANK	Owen Group Advertising	COMMERCE NATIONAL BANK
Silver ADDY® Award	ASB 'Warm Coat' :30 Spot	The Price Group	American State Bank

**STUDENT ADDY Categories**

Student Gold ADDY®	Really - Guy - Print	Infinity	Texas Tech University
Student Gold ADDY®	Really - Girl - Print	Infinity	Texas Tech University
Student Gold ADDY®	Really - Girl - Video	Infinity	Texas Tech University
Student Gold ADDY®	Really - Guy - Video	Infinity	Texas Tech University

**Best of Show and Judges Choice Awards**

Best of Show – Print	'I Do Not Apologize for the Length of This Letter'	Texas Tech University Press	Texas Tech University Press
Best of Show – Broadcast	ASB 2009 Image TV Campaign	The Price Group	American State Bank
Judges' Choice – Best Package	2009 Texas Tech System Day Invite	The Price Group	Texas Tech Alumni Association
Judges' Choice – Simple Elegance	Vietnam Collateral Campaign	The Price Group	Texas Tech University, Vietnam Center
Judges' Choice – Best Graphic Execution	South Plains College Vocational	The Price Group	RuAnn Godinez
Judges' Choice – Best Execution	Visit Lubbock Sales Kit-Meeting	Visit Lubbock	Visit Lubbock