

**2010 ADDY® Awards
For Immediate Release**

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UlrichPinciotti Design Group Recognized for Creative Excellence

February 26, 2010, Toledo, Ohio – The Advertising Club of Toledo presented its 2010 ADDY® Awards for advertising creative excellence Thursday night at The Great Hall at The Stranahan Theatre. 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) for the following entries:

- **Gold ADDY® Award**
Category – Brochure, Campaign
Advertiser – Arbor Hospice, *Brochure Series*
- **Silver ADDY® Award**
Category – Elements of Advertising, Logo
Advertiser – Rosie Barone, *Rosie's 90th Birthday Logo*
- **Silver ADDY® Award**
Category – Public Service, Mixed Media Campaign
Advertiser – Great Lakes Center for Autism, *Autism IS Promotion*
- **Bronze ADDY® Award**
Category – Elements of Advertising, Logo
Advertiser – Betsie's Pastries, *Betsie's Pastries Logo*

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 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.

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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