

# **AMERICAN AD FEDERATION - RIO GRANDE VALLEY**

## First Call for Entries

FOR IMMEDIATE RELEASE:

Contact: Richard Guerrero 956-430-6283  
[rguerrero@valleystar.com](mailto:rguerrero@valleystar.com)

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November 12, 2009, Harlingen, Texas – The American Advertising Federation - Rio Grande (AAF-RGV) chapter has issued its *Call for Entries* for the 2010 AAF-Rio Grande Valley ADDY® Awards Competition. The annual ADDY Awards competition recognizes advertising creative excellence in the entire Rio Grande Valley market. The ADDY® awards honor advertising excellence in all media, including: print, broadcast, interactive, out-of-home and public service advertising.

Entries to receive the early entry discounts for American Advertising Federation-Rio Grande Valley members, students as well as non-member entries are due January 4, 2010. A late entry deadline without discount is open till January 8, 2010 with payment & entries due by 4:00pm.

A distinguished panel of advertising creative executives will gather in Harlingen on January 13, 2010 to select the winners from the anticipated over 100+ entries. To be eligible for consideration for an ADDY®, all work must have been published or aired between January 1, 2009 and December 31, 2009.

The Rio Grande Valley ADDY Awards winners will be honored during the annual dinner gala on February 20, 2010 in McAllen at the IMAS. Winners of the Rio Grande Valley ADDY Awards are eligible to compete in the second level of the three-tiered ADDY Awards Competition, the District 10 ADDY Awards conducted in March. The District 10 winners are then eligible for the ultimate competition, the National ADDY, presented in June every year by the American Advertising Federation.

The Rio Grande Valley ADDY Awards Competition is sponsored by the local members association comprised of advertising and media professionals. Proceeds from the ADDY Awards help support the clubs educational program and public service projects.

For more information, or to receive an ADDY awards entry packet contact Richard Guerrero the ADDY Awards competition chair at 956.430.6283 or email [rguerrero@valleystar.com](mailto:rguerrero@valleystar.com), or log on the web site at [www.valleyadfed.com](http://www.valleyadfed.com) for details.