



FOR IMMEDIATE RELEASE

**Strong client partnerships, big brand experience help Leesburg advertising firm garner 5 ADDY® Awards.**

OCALA, FL (March 5, 2010) – Winners were announced at the local 2009 ADDY® Awards, honoring advertising's best and brightest for creative excellence. With over 60,000 national annual entries, it is the single largest advertising competition in the world. The American Advertising Federation, a not-for-profit industry association conducts the ADDY® Awards through its 200 member advertising clubs and 15 districts nationally.

Among the winners this year was Flaxen, a full-service advertising, design and web development firm based in Leesburg, Florida. They competed within the Greater Ocala Advertising Federation Chapter serving Citrus, Lake, Marion and Sumter counties, and proudly took home 5 ADDY® Awards. The fact that they were the only agency to win for Lake and Sumter counties underscored the win.

Flaxen won 3 Silver ADDYs for its "Help, Not Hype" campaign for client Florida Musculoskeletal Institute; its "Discover the Difference" campaign for Radiology Associates of Ocala; and, in the self-promotion category, for its company website. Flaxen also took home 2 Bronze ADDYs for website design for client CL Industries, Inc., and for van graphic design for client VanGo Home Design.

President Amy Pederson attributes Flaxen's multiple wins to its "big city, big brand experience" combined with a close, hands-on interaction with clients. "We take the visionary and budgetary goals of our clients very seriously," says Pederson. "We have the expertise and offerings of a large agency, strengthened by a personal involvement only a boutique firm like ours can provide, and it shows in the quality of our work. Especially in this tough economy, we strive to give each and every client much more than they pay for."

When asked about their reaction to winning 5 ADDYs, Pederson says, "Our budget allows us to enter only a few print, media, web and alternative marketing projects each year, so a win for almost every entry is a great honor. I'm so proud of our creative team (Lisa Duncan, Michael Richardson, Matt Green, Kelly Norris and Luke Duesing), and of our clients, whose passionate input contributes to our award-winning results."

To see Flaxen's award-winning work visit [www.FlaxenDesign.com](http://www.FlaxenDesign.com).

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#### About Flaxen

Flaxen is a privately-owned full-service in-house advertising, design and marketing firm. Flaxen specializes in creative, media and public relations services including advertising campaign development, brand and corporate identity creation, website design, print, TV, radio, digital and alternative media, event planning, community relations and more.

The firm is certified by the WBENC (Women's Business Enterprise National Council) and its Florida affiliate, the WBDC (Women's Business Development Center), as well as the OSD (Office of Supplier Diversity).