



ADVERTISING / DESIGN / MARKETING

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## THE INTERNATIONAL DAVEY AWARDS ANNOUNCES 2009 WINNERS

New York, NY (October 30, 2009) – Today the winners of **The 2009 Davey Awards** were announced by the International Academy of the Visual Arts. With over 4,000 entries from across the US and around the world, the Davey Awards honors the finest creative work from the best small firms, agencies and companies worldwide. Flaxen Design, Inc. is proud to have been awarded the Silver Davey for its “Help Not Hype” business-to-consumer print campaign for Florida Musculoskeletal Institute.

The Davey Awards honors the “Davids” of creativity, the smaller agencies, companies and organizations that derive their strength from big ideas rather than big budgets.

“This project was a true joint effort from our creative team (Lisa Duncan, Michael Richardson, Kelly Norris and Matt Green), and the client (Florida Musculoskeletal Institute),” says Amy Cox Pederson, president of Flaxen. “It was the kind of work we aspire to do for each of our clients. Their input and expertise combined with our creative execution created something truly magical. It is such an honor to be recognized for work that we put our hearts into.”

The Davey Awards is judged and overseen by the International Academy of the Visual Arts (IAVA), an invitation-only, 200+ member organization of leading professionals from various disciplines of the visual arts dedicated to embracing and progressing the evolving nature of traditional and interactive media.

Current IAVA membership represents a who's who of acclaimed media, advertising and marketing firms including: Sotheby's Institute of Art, Yahoo!, Estee Lauder, *Wired*, Insight Interactive, The Webby Awards, Bath & Body Works, Brandweek, Polo Ralph Lauren, ADWEEK, Alloy, Coach, iNDELIBLE, MTV, Victoria's Secret, HBO, The Ellen Degeneres Show, Myspace.com, and many others.

For more information on Flaxen's projects and services contact Amy Pederson at 352-360-1755 or visit [www.flaxendesign.com](http://www.flaxendesign.com)