



CROSSOVER CREATIVE GROUP WINS GOLD AND SILVER ADDY AWARDS

March 2008

SAN FRANCISCO,CA- At the recent Greater San Francisco Addy Awards Gala held at the San Francisco Masonic Center auditorium, Crossover Creative Group in Richmond,CA won a Gold and Silver Award. The Gold award was in the full page Newspaper print ad category called "Dream Tennis" focused on recognizing the Martin Luther King holiday for Safeway Inc. in Pleasanton, CA . The Silver award was in the Mixed Media campaign category called "Lead." for the City of Richmond,CA's Richmond Police Department recruitment.

The ADDYs® are the advertising industrys largest and most representative competition, attracting over 50,000 entries every year in local ADDY® competitions. The mission of the ADDY® competition is to recognize and reward creative excellence in the art of advertising.

Conducted annually by the **American Advertising Federation (AAF)**, the local ADDY® Awards is the first of a three-tier, national competition. Concurrently, all across the country, local entrants vie for recognition as the very best in their markets. At the second tier, local winners compete against other winners in one of 14 District competitions. District winners are then forwarded to the third tier, the national ADDY® Awards competition. Entry in your local ADDY® competition is the first step toward winning a national ADDY®.

Entering the ADDY® competition supports our entire industry, because the AAF and its local and district affiliates use the proceeds to enhance advertising through programs such as public service, internships, advocacy groups, advertising education, and consumer awareness.

Selection of the most creative entry in each category is effected by a scoring process in which a panel of judges evaluates all creative dimensions of every entry. In each category, a GOLD ADDY® is recognition of the highest level of creative excellence and is judged to be superior to all other entries in the competition. Entries that are also considered outstanding and worthy of recognition receive a SILVER ADDY®. The number of awards given in each category is determined by the judges, based on the relative quality of work in that category.