



News Release

CROSSOVER CREATIVE GROUP TAKES GOLD AT THE NAA'S ATHENA AWARDS



(September 29, 2005) The Newspaper Association of America on Wednesday named the winners of the 2005 ATHENA Awards (Award To Honor Excellence in Newspaper Advertising) for creative excellence in newspaper advertising. This year's competition included for the first time a multicultural advertising category for newspaper ads.

In the multicultural area, the Crossover Creative Group, the Richmond, Calif. agency headed by Steve Climons (above), received a gold award for its black-targeted anti-smoking ad for the California Dept. of Health Services.