



**FOR IMMEDIATE RELEASE**  
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### **Five Caribbean Ad Agencies Take District ADDY Honors**

**Tampa Florida** — The American Advertising Awards (AAF) District ADDY Competition has announced the regional winners including six from the Caribbean. McCann Erickson Trinidad and Lonsdale Saatchi & Saatchi pulled down coveted Gold ADDY Awards. 809 Design Associates, McCann Erickson Trinidad, Roger Clarke Associates and Rostant DDB were awarded Silver ADDY Awards.

The regional competition is the second tier in the ADDY system. The first competition was held in February resulting in 36 Gold and 105 Silver Awards. The top entries in each category were sent to the District ADDY judging in Tampa, Florida. Winners of the District competition will be forwarded to compete with all other US District winners for national ADDY titles.

#### **Gold District ADDY® Awards**

McCann Erickson Trinidad  
BPTT Corporate 'Where There's Energy There's BPTT' / :60 TV

Lonsdale Saatchi & Saatchi  
Volvo VIRAL / Audio Visual Sales Presentation

#### **Silver District ADDY® Awards**

809 Design Associates Inc  
Bajan Services - Barbados Luxury Holiday / Publication Design

McCann Erickson Trinidad  
BPTT 'Tighten Yuh Belt' Xmas / Special Event Material

Roger Clarke Associates  
Saint Peter's Bay Prospectus / Product or Services Sales Piece

Rostant DDB  
Guardian Holdings Limited - In Your Hands / Illustration

The CAF is a member of the AAF which represents thousands of advertising companies in the United States and the Caribbean. The ADDY Awards are sponsored by AAF and are the advertising industry's most comprehensive and prestigious competition recognizing creative excellence in numerous categories of various media types.

The Caribbean Advertising Federation is the first non-American member of the American Advertising Federation and is part of the 4<sup>th</sup> District of Florida and the Caribbean. For membership information and entry materials for the 2011 competition, email Terri Brown at [terri@mlbcreative.com](mailto:terri@mlbcreative.com).