



LaBov & Beyond

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News Release

## **FOR IMMEDIATE RELEASE**

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## **LaBov & Beyond earns five District Six regional Addy Awards**

*FORT WAYNE, Ind., April 22, 2008*—LaBov & Beyond Marketing Communications, Inc., received five silver regional Addy Awards during District Six judging recently. All five award-winning entries will now head to national judging.

The agency won a silver Addy Award at the national level in 2007 for *The Mids' Big Adventure*, a series of short animated features it created for client American Suzuki Motor Corp. and the launch of its redesigned full-size SUV, the XL7.

LaBov & Beyond won silver Addys for District Six for the following entries:

- **Ownerwelcome.com** for client Volkswagen Group of America
- **Palm Reader** campaign for client Volkswagen Group of America
- **Domino Projecto** for the Advertising Federation of Fort Wayne
- **Urbanscape** product campaign for client Wabash Valley Manufacturing
- **Idea Monster** campaign, an internal project

“We are very excited to once again be headed to national judging for the Addy Awards,” said president and CEO Barry LaBov. “Whether it’s for our clients or for our internal needs, we always put our best, most passionate creative effort forward. It’s exciting when Addy judges, at any level, recognize and appreciate the quality of our creative effort.”

### **About the Addy Awards**

The Addy Awards is the largest creative competition in the United States, with approximately 60,000 entries competing in more than 200 cities coast to coast. Winning at the district level is the second step in competing for a national Addy Award.

### **About LaBov & Beyond, Inc.**

LaBov & Beyond, Inc., founded in 1981, is a marketing, communications, advertising and training company that focuses on clients with dealer/distributor networks. These clients come from a variety of industries—automotive, recreational, vehicle, trucking, consumer appliance, insurance and finance, to name a few. The company specializes in comprehensive creative development and production involving a number of disciplines working in a range of media that includes video, interactive and print. In addition to its Fort Wayne, Indiana, headquarters, LaBov & Beyond maintains a full-service office in Auburn Hills, Michigan, and will soon be opening an additional full-service office in Herndon, Virginia. You can learn more about the company by visiting it online at [labov.com](http://labov.com).

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