

February 26, 2009

FOR IMMEDIATE RELEASE

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MARKETGARDEN GOES TWO-FOR-TWO IN SOUTHWEST ADDY®
COMPETITION

(Dallas, TX) Dallas-based integrated marketing communications firm, MarketGarden, won two awards on two entries for creative excellence at the Dallas Ad League's 2009 ADDY® awards competition.

MarketGarden won the only award recognized for Advertising Industry Self-Promotion – Creative Services and Industry Suppliers – Direct Marketing/Specialty Items category: a Bronze ADDY® Award for their “2008 Aging Report.”

The agency also claimed one of only two ADDY® awards recognizing excellence in the Advertising Industry Self-Promotion – Creative Services and Industry Suppliers – Cards/Invitations/Announcements category. Two Silver ADDY®s were awarded; MarketGarden's “Arboretum Invitation” claimed one.

“I tend to think that ad industry self-promotion is probably the most defining category in terms of creative excellence,” said Joe Zagorski, MarketGarden general partner. “Without client decision makers in the mix, you can basically be as creative as you want. And in an agency-to-agency competition, the creative bar is usually set pretty high.”

Bill Reed, MarketGarden partner and creative director said, “Let's face it, industry awards judged by agency creative people for agency creative people can be a bit self-aggrandizing. The bigger question is did the work help the client succeed? Our self-promotions worked. That's the bigger award. That's what we shoot for.”

MarketGarden was founded in 2004 to provide marketing, media and creative services to small- and medium-sized businesses throughout the north Texas region. Their trademarked planning process, MarketCasting™, helps clients tie budgets to business objectives for a measurable return on investment. For more information visit www.marketgardenllc.com or contact Joe Zagorski at 214-750-6601.

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