

For Immediate Release

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Moses Anshell Takes Gold at the ADDY Awards

Phoenix-based agency walks away with 17 awards

PHOENIX – What does good advertising and cool awards have in common? The ADDYS, of course! Moses Anshell won many awards at the 24th Annual Phoenix ADDY Awards held on March 14 and sponsored by the Phoenix Advertising Club.

The ADDY Awards honor excellence in advertising and cultivate the highest creative standards in the advertising industry. Awards are given in several categories and award recipients receive either gold, silver or bronze level.

The Phoenix-based agency came away with 17 awards – four gold, eight silver, and five bronze – for work with clients such as the Arizona Office of Tourism, Performance Designed Products, and the Arizona Association of Realtors. The agency also was honored for its work with local bands and non-profit organizations.

"We don't get to sign our work. The award shows help recognize the creative people behind the ideas," said Louie Moses, President and Chief Creative Officer. "The Addy's have always been one of my favorites."

Moses Anshell won gold ADDYS for a Performance Designed Products Energizer Wii Remote Charging System "Remember to Eat" campaign, an Arizona Association of Realtors "Our Water is Our Future" campaign, an Ear Candy Charity benefit concert poster, and the "one that got away" a Fender Guitars proposed poster campaign.

2009 Phoenix ADDY

Moses Anshell Winning Entries

AWARD	ADVERTISER	ENTRY TITLE	CATEGORY
Gold	Fender Guitars	Fender Poster Campaign	The One That Got Away
Gold	Performance Designed Products (PDP)	Energizer Wii Remote Charging System-Remember to Eat	Point-of-Purchase
Gold	Arizona Association of Realtors	Our Water Is Our Future	Direct Marketing- Mailer
Gold	ROWCO	Hard Rock Café ROWCO Concert-Building Blocks	Public Service- Poster
Silver	Performance Designed Products (PDP)	Aly & AJ- Negotiate	Point-of-Purchase
Silver	Performance Designed Products (PDP)	Energizer Wii Remote Charging System- You'll Die Before It Does	Point-of-Purchase

Silver	Performance Designed Products (PDP)	Energizer Wii Remote Charging System- Gamestop Campaign	Point-of-Purchase
Silver	Arizona Office of Tourism	Passages Campaign	Out-Of-Home Campaign
Silver	Arizona Office of Tourism	Passages Campaign	Out-Of-Home Campaign- Billboard
Silver	Arizona Association of Realtors	Our Water Is Our Future	Newspaper- Fractional Page, Color
Silver	Phoenix Children's Hospital / Random Karma	Child Abuse Prevention Concert Poster- Beat, Wail, Scream	Public Service, Campaign
Silver	ROWCO	Hard Rock Café ROWCO Concert- Musical Eye Chart	Public Service, Poster
Bronze	Phoenix Children's Hospital / Random Karma	Child Abuse Prevention Concert Poster- Wail	Public Service, Poster
Bronze	Phoenix Children's Hospital / Random Karma	Child Abuse Prevention Concert Poster- Beat	Public Service, Poster
Bronze	Phoenix Children's Hospital / Random Karma	Child Abuse Prevention Concert Poster- Wail	Public Service, Poster
Bronze	ROWCO	Hard Rock Café Concert- Book Piano	Public Service, Poster
Bronze	Arizona Office of Tourism	Passages- Bring Your Vacation To Life	Out-Of-Home Campaign

Entries that receive a gold ADDY will automatically be entered into the national ADDY Award competition sponsored by the American Advertising Federation.

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About Moses Anshell:

Moses Anshell is a national full-service marketing firm based in Phoenix, Arizona. Situated in the heart of downtown Phoenix in a renovated warehouse, the 25-year-old agency was founded by Louie Moses and Jos Anshell, still partners today. Moses Anshell is the only Arizona agency to win the prestigious Clio Award. It has six. The agency was named one of the top 20 creative shops in the country by *Advertising Age's Creativity Magazine*. For more information, visit www.mosesanshell.com