



Bismarck Veterans Memorial Public Library

****News Release****

November 2, 2017

For immediate release:

Agency MABU and Library Win Gold ADDY Award

Bismarck Veterans Memorial Public Library recently received recognition from the American Advertising Federation of North Dakota (AAF-ND) for their collaboration with Agency MABU on the Library's logo redesign project. Throughout the design phase, input from focus groups comprising of Bismarck citizens, Library employees, and the Library Board of Trustees was considered. The resulting logo has been implemented throughout Library communications, enhancing its branding to Library patrons and the community.

Conducted annually by AAF-ND, the ADDY Awards is the advertising industry's largest and most representative competition. Selection of the most creative entries is conducted through a scoring process in which a panel of judges, comprised of accomplished advertising professionals, evaluates all creative dimensions of every entry. A Gold ADDY is recognition of the highest level of creative excellence.

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For information available to the media, visit their press kit: <http://bismarcklibrary.org/250/For-the-Press>.

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