



A Chapter of The  
American Advertising Federation

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**Media Resources:**

<http://bit.ly/addys-media>

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## **AAF Accepting Advertising Awards Entries**

**(AMARILLO, Texas)** – The Amarillo chapter of the American Advertising Federation (AAF Amarillo) is now accepting entries for the 2018 American Advertising Awards. The call for entries will remain open through Jan. 4, and winners will be recognized at a Feb. 24 awards show.

Each year, AAF Amarillo works to organize the American Advertising Awards, also known as the “ADDYs,” to recognize and reward the creative spirit of excellence in advertising. The awards are the advertising industry’s largest and most representative competition.

Professionals and students alike are invited to enter. Award categories include disciplines such as print, broadcast, digital and more.

Local award shows like the one in Amarillo are the first of a three-tier, national competition. Entrants across the country vie to win ADDY awards in their local competitions, moving them into the second tier to compete against winners from other local clubs in one of 15 district competitions. District ADDY winners are then forwarded to the national stage of the American Advertising Awards.

Those who think they have what it takes to take home one of these prestigious awards, are asked to submit their work by Jan. 4, 2018. Here are the steps that should be taken to submit entries:

1. Visit [aafamarillo.org/addys-2018](http://aafamarillo.org/addys-2018) to review and download the rules and categories. Follow the step-by-step instructions to enter your work.
2. Prepare your entries for drop off on Jan. 3, 1-6 p.m. or Jan. 4, 9 a.m.-1 p.m. at the Center City of Amarillo building, located at 1000 South Polk Street.
3. Plan to join AAF Amarillo at the “Art of Advertising” themed awards show on Feb. 24. Tickets are available now at [aafamarillo.org/addys-2018](http://aafamarillo.org/addys-2018).

Questions about the awards ceremony or submitting entries can be directed to AAF Amarillo American Advertising Awards Chair Maegan Seymour at [maegan.seymour@uwlaw.com](mailto:maegan.seymour@uwlaw.com).

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### **More About AAF Amarillo:**

The Amarillo chapter of the American Advertising Federation (AAF Amarillo) is a professional club dedicated to following the principles of truthful advertising and improving the local economy. AAF Amarillo believes that every person engaged in advertising and its allied fields has an obligation to contribute their time and talent to the development of the profession and its goals.