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### ***Strategic America Strikes Gold In District ADDY® Awards***

(DES MOINES, April 2, 2009) – Strategic America (SA), a Des Moines integrated marketing firm, will be honored with three Gold ADDY® Awards and two Silver ADDY® Awards at the American Advertising Federation's Ninth District Awards on April 25, 2009 in Dubuque, Iowa. Only the best entries from local ADDY® competitions in Iowa, Nebraska, Kansas and Missouri were eligible to compete in these regional awards. SA's entries went head-to-head with more than 500 entries, including those from larger firms in Omaha, Kansas City and St. Louis.

SA's three Gold ADDY® Awards included:

- Kum & Go *Pop vs. Soda*, Sales Promotion category
- Boy Scouts *Annual Report*, Collateral Materials
- Hon Scotland, Dealer Incentive Package

The 90-person agency's two Silver ADDY® Awards were:

- Kum & Go *Pop vs. Soda*, Elements of Advertising: Illustration
- Kum & Go *Java Ride 2.0*, Radio

SA's three Gold ADDY® Award winners will move on to compete at the national level. National winners will be announced in June.

The ADDY® Awards are the advertising industry's largest and most representative competition, recognizing and rewarding creative excellence in the art of advertising. Every year, approximately 60,000 entries are submitted in local ADDY® competitions across the United States.

Strategic America was founded in 1980 and employs 90 communications professionals. SA represents more than 40 diverse national, regional and local clients, focusing on business-to-business, dealer, retail, consumer and insurance/financial services marketing. Strategic America is a well-regarded member of the American Association of Advertising Agencies (AAAA), Public Relations Society of America (PRSA) and Worldcom Public Relations Group.

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