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Contact: Josh Johnson

970-419-3218

A-Train Marketing Wins Three Communicator Awards from the International Academy of the Visual Arts

A-Train Marketing Communications Inc. of Fort Collins won two “Award of Distinction” and one “Award of Excellence” at the 2010 Communicator Awards, hosted by the International Academy of the Visual Arts. With over 7,000 entries, this is the largest and most prestigious awards for communications professionals.

The “Award of Excellence” for an ad campaign, the highest honor, was awarded for an advertising campaign developed for Washouse, a Laundromat with a café look and feel. The campaign included hooks like “Your clothes won’t want to go home,” which featured clothes trying to stay in the dryer and people-less clothes hanging out, as well as “Like your mom, only faster.” The Award of Excellence is given for work that “exceeds industry standards in quality and achievement.”

A-Train was selected for two Awards of Distinction in the design and greeting/holiday cards categories. The design honor was given for collateral for the Banner Health’s “A Loveland Celebration” gala, and A-Train’s playful, distinct, cookbook-inspired Valentine booklet – “Ingredients for Loving Life” – won in the greeting/holiday card category.

The Communicator Awards is sanctioned and judged by the International Academy of the Visual Arts, an invitation-only body consisting of top-tier professionals from a "Who's Who" of acclaimed media, communications, advertising, creative and marketing firms. IAVA members include executives from organizations such as Alloy, Brandweek, Coach, Disney, “The Ellen Degeneres Show,” Estee Lauder, Fry Hammond Barr, HBO, Monster.com, MTV, Polo Ralph Lauren, Sotheby's Institute of Art, Victoria's Secret, Wired, and Yahoo! To learn more about the IAVA please visit www.iavisarts.org.

This is the first time A-Train has been selected for a Communicator Award, though the firm has been recognized for design multiple years prior with Davey Awards.

About A-Train Marketing: A-Train Marketing Communications, Inc. is a full-service marketing firm that specializes in graphic design; strategic planning; message definition; print and web communications; public relations; identity, positions and branding; and non-profit marketing. For more information on A-Train Marketing, please contact Josh Johnson at 970-419-3218.

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