

Contact: Laura Sample
Phone: (509) 469-4889

**For Immediate Release
February 12, 2007**

Chinook Awards to Honor the Best in Local Advertising

And the winner is...

We now know the winners of the Golden Globe and Grammy Awards. Soon we will know the winners of this year's lineup of Central Washington's most creative advertising professionals. On Friday, February 23rd, local advertising professionals, students, and their guests will gather at the Yakima Convention Center for the annual gala event, known as the Chinook Awards, where winners will be honored in a wide array of categories including radio advertising, TV campaigns, print materials, trade show exhibits, and websites.

"This will be an exciting event," says Mark Sansom, president of the Yakima Advertising Federation. "It is often a dream of artists and performers to be recognized by their peers for outstanding work. We are excited to showcase the creative excellence of local advertising professionals and students, and we plan to honor the award winners in a way that is fun and entertaining."

The awards show is organized and presented by the Yakima Advertising Federation and is the first of a three-tier, national competition known as the ADDY[®] Awards. Concurrently, all across the country, local entrants are vying for recognition as the very best in their markets. Winners at the local level advance to their district competitions and district winners then move on to the national ADDY[®] Awards competition.

The entertainment value of advertising has long been recognized, accounting for the ever increasing expenditures on 30-second spots during the "big game." Many viewers admit that they watch the commercials with more interest than they do the game. "This

year's Chinook Awards show will be enjoyable for everyone, not just those in the advertising field," Sansom said.

The event is open to the public. Admission is \$40 per person and includes a dinner of salmon and prime rib. Viewing of entries begins at 5:30 and dinner begins at 6:30. Reservations are required and can be made through the Yakima Advertising Federation website at: www.yakimaadfed.org. For more information, email info@yakimaadfed.org or call Sarah at 249-6806.

###