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**FOR IMMEDIATE RELEASE**  
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### **Coalesce's Creativity Yields Five ADDY® Awards**

APPLETON, Wis. – Coalesce, Inc., a strategic marketing and communications agency in Appleton, is honored to receive three gold and two silver awards at the 2009 AAF – Fox River Ad Club ADDY Awards, held Thursday, March 18, 2010, in recognition of the agency's creative excellence.

Coalesce received three gold awards in the *Point of Purchase Sales Promotion*, *Services in Web site/Consumer Flash*, and *"The One That Got Away"* (an award for good ideas that didn't come to fruition) categories. Within these categories, Coalesce created an elevator speech video for an economic development organization, a signature e-card for its own agency, and an animated video for a cheese industry client, respectively. Coalesce will also be accepting two silver awards in the *Cards, Invitations, Announcements* and *Campaign* categories for an event invitation that was created for a regional non-profit, and event collateral design for an advertising trade association.

"We're honored to be recognized for our creative campaigns that span a wide breadth of client industries," says Lisa Piikkila, co-owner and creative director for the agency. "Coalesce works hard to understand each of our clients' businesses in order to competently produce strong marketing materials that are on-point. Our award-winning entries reflect this accomplishment."

Sponsored by the American Advertising Federation (AAF), the ADDY awards honor companies that demonstrate excellence in advertising and cultivate the highest creative standards in the industry. Every year approximately 60,000 entries are submitted to the three-tiered, local, regional and national, ADDY competition.

#### **About Coalesce, Inc.**

Founded in 2004 by owners Michelle Richard and Lisa Piikkila, Coalesce, Inc. provides a full range of strategic marketing and communications services to client businesses and organizations.

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