



FOR IMMEDIATE RELEASE

HOT PINK, INK WINS TOP ADVERTISING AWARDS FOR TWO STATE CLIENTS

(Rapid City, SD – March 8, 2010) –Hot Pink, Ink Advertising and Marketing firm won a total of 12 ADDY® Awards for two state clients, the South Dakota Department of Health Tobacco Control Program and the South Dakota Historical Society at the 44th Annual South Dakota ADDY® Awards held in Sioux Falls March 6th.

Hot Pink, Ink partner, illustrator and creative director Susan Turnbull received seven ADDY® awards, including one Gold for "The Sting" illustration and six Silver for the illustration campaign and promotion of *The Raccoon and the Bee Tree*, a children's book Turnbull illustrated for the South Dakota Historical Society's *Prairie Tales* series.

Hot Pink, Ink also won five ADDY® Awards in the Public Service and Elements of Advertising categories for the "Tobacco. Rethink It." Campaign, created for the South Dakota Department of Health Tobacco Control Program. The awards included Gold ADDY® in television, music, and sound design; and Silver ADDY® for logo design, and newspaper campaign.

All Gold ADDY® awarded entries will now go on to the 8th District ADDY® Awards Competition and compete with agencies in Minnesota, Wisconsin, North Dakota, and South Dakota.

The ADDY® Awards are the industry's largest and most representative competition for creative excellence. The works entered in the annual ADDY® awards represent the finest in advertising and creativity in the US for the past calendar year.

More information on the South Dakota Advertising Federation and the ADDY® Awards can be found on the organization's website, <http://www.sdaf.org>.

Contact: Susan Turnbull • Hot Pink Ink • Rapid City, SD • (605)341-2388 • Email: sturnbull@imagineagency.com

Hot pink, Ink

Ca-cough-ony 30 second TV ad

Category: Public Service, TV
Gold ADDY® Award

Category: Elements of Advertising, Music Only
Gold ADDY® Award

Category: Elements of Advertising, Sound Design
Gold ADDY® Award



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Tobacco Rethink It Logo

Category: Elements of Advertising, Logo

Silver ADDY® Award



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The Raccoon and the Bee Tree, The Sting Illustration
Category: Elements of Advertising, Illustration
Gold ADDY® Award



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Hot pink, Ink

The Raccoon and the Bee Tree, Book Promotional Campaign

Category: Point-of-Purchase Campaign


Silver ADDY® Award



Buzz!

There's a mischievous little raccoon roaming the prairie looking for dinner. Along the way he runs things up with the birds, squirrels and skunk! Then, deep in the forest, he finds a treasure of sticky golden honey. Sweet! Until the buzz... then the sting! He panics and the night becomes a series of hilarious surprises. Discover the lessons our little furry friend learns in this newly published edition of Charles and Elaine Eastman's classic American folktale *The Raccoon and the Bee Tree* delightfully illustrated by Black Hills artist Susan Turnbull.

Now for sale in bookstores or online at www.prairieink.com



Sweet!

A mischievous little raccoon finds a treasure of golden honey in a great hollow tree deep in the forest. Mmmmm... how sweet it is... until the sting! A painful surprise turns the night into a wild series of hilarious escapades. Find out about lessons learned in this timeless American Indian folktale first translated 100 years ago by Charles and Elaine Eastman and recently illustrated by Black Hills artist Susan Turnbull.

Now for sale in bookstores or online at www.prairieink.com



Whoa!

What happened? The little raccoon was just looking for dinner (OK, so he was starting to a little trouble with the other animals as well...) Then he sensed a sweet smell in a great hollow tree - a sticky golden treasure - yummm. He could think of nothing else. Until... whoa! A painful surprise interrupted his feast. He panicked and ran wildly through the night, causing quite a commotion. This hilarious American Indian folktale *The Raccoon and the Bee Tree* was written by Charles and Elaine Eastman and illustrated by Black Hills artist Susan Turnbull.

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