

SILVER MEDAL NOMINATION FORM

DUE FRIDAY, JANUARY 8, 2010

The **Silver Medal Award** was established by the American Advertising Federation (AAF) in 1959 to recognize men and women who have made outstanding contributions to advertising and who have been active in furthering the industry's standards, creative excellence, and responsibility in areas of social concern.

AAF Silver Medal criteria include:

- Contribution to His/Her Company - The recipient must have achieved success in one of the following areas of work: advertising agency, advertiser, media or advertising service.
- Creative Ability - The recipient must have shown a consistent, high degree of original thinking in their field.
- Contributions to the General Advancement of Advertising - The recipient must have worked to increase the stature and raise the standards of the advertising profession.
- Contributions to the Community - The recipient should be someone who has been active in civic, religious, or other groups dedicated to human or social welfare.

Please include the following in your nomination:

- 1) Your name, company, and contact information.
- 2) Nominee's company, and contact information.
- 3) Detailed information and examples demonstrating: contributions to his/her company, creative ability, contributions to the general advancement of advertising, and contributions to the community. Please address each of the individual criteria. Attach documents or photos to the nomination if desired.

The 2009 AAF Silver Medal will be awarded Saturday, February 27, 2010 at the ADDY Awards gala.

The deadline for receipt of nominations is the same as ADDY Awards entries: Friday, January 8, 2010.

For information on past winners, please visit the Silver Medal link at www.aafhr.org/SilverMedalWinners.asp



**Nominations Due:
January 8, 2010**
*(Must be received, not
postmarked, by due date)*

Send nominations to:
Cutch Armstrong
AAF Hampton Roads
c/o Cox Media
1341 Crossways Blvd.
Suite 1168
Chesapeake VA 23320 or
pastpresident@aafhr.org