

FOR IMMEDIATE RELEASE

CONTACT: Dee Covey, Communications Chair

deecovey@drivenpr.com

512-370-5200/214-507-4898, cell

IT TAKES A VILLAGE TO PARTY

The Austin Advertising Federation's 2008 Big Wig Awards gala celebrates the vast supporting cast of the local ad world

(AUSTIN) Many think the ponytail-cool-glasses crowd is most responsible for the gecko and glitz in advertising and PR.

Surprisingly, it can take literally **hundreds of other behind-the-scenes professionals** at production companies, printers, talent agencies, design firms, photography studios, media placement firms, etc. to produce the kinds of memorable campaigns that grab major national and regional awards for GSD&M, McGarrah/Jessee and others.

That's why the Austin chapter of the industry's largest professional organization, the American Advertising Federation, will be throwing the **posh "Big Wig Awards" gala, at the Mansion at Judges' Hill on June 12, 2008, from 6-10p.m.**

"Sure, it will be a *fabulous* sold-out party," says Pat Niekamp, President of the Austin Ad Fed of the **Jazz Age** themed event. "But its purpose is to applaud **the outstanding contributions from the many creative partners** who help produce marketing, advertising and PR campaigns." Austin agencies and suppliers **employ thousands and contribute an estimated \$500 million to the Central Texas economy.**

Hundreds of nominations for 29 categories were received, and **voting by the Ad Fed membership closes on Friday, May 23, 2008.** Finalists for the prestigious awards (and their employers) will be notified, and winners will be announced at the gala.

The biggest Big Wig will be the winner of the **Lifetime Achievement Award**, which has been awarded in the past to local luminaries such as Judy Trabulsi of GSD&M and Tom Sicola of Sicola Martin.

A LIMITED NUMBER OF TICKETS AND TABLES are still available **online at www.austinadfed.com** for the **dressy costume-optional** event, which includes **dinner and dance lessons** for the popular 1920s **Charleston and Lindy**. Individual tickets are **\$65 for members/\$70 non-members; tables for ten, \$600/\$650** respectively.

Invitations to **late night after-parties** at the Mansion will be sent separately, by the sponsors.

(CONTINUED)

The Austin Advertising Federation's mission is to support the city's wide-ranging marketing and creative community as a positive force in the Central Texas economy and culture, and to promote its stature in the highly competitive national advertising industry. The AAF is the only professional association that binds the mutual interests of advertisers, advertising/PR agencies, media companies, suppliers and academia. For more information, please visit www.austinadfed.com. END