

**FOR IMMEDIATE RELEASE:****April 27, 2009****CONTACT:****Karen Gutloff, Marketing Manager  
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## **REICHHOLD CENTER FOR THE ARTS WINS GOLD ADDY AWARDS**

The Reichhold Center for the Arts took home two Gold Addy awards during the American Advertising Federation – U.S. Virgin Islands awards ceremony held Saturday, April 25, 2009.

Reichhold Center won top honors in the Logo category for its 30<sup>th</sup> Anniversary logo. The logo, bearing images of Reichhold Center performers, was designed by Louis Ible, Jr., owner of Creative Arts and Designs Studio.

Reichhold Center also won the top award in the brochure category for its 30<sup>th</sup> Anniversary Season brochure. The full-color, 16-page brochure was created in July 2008 to announce performers slated for the Reichhold Center 30<sup>th</sup> anniversary season. The brochure cover bears the 30<sup>th</sup> anniversary logo, with inside page design by Mike Fredericks, and editorial copy by Reichhold Center Marketing Manager Karen Gutloff.

“We are so excited that the hard work of our Marketing team has been acknowledged by a national advertising federation,” said Pamela Toussaint, co-director of the Reichhold Center. “We wanted to have a very special look to celebrate the milestone of our 30<sup>th</sup> anniversary and it is nice to know that effort has been acknowledged by the advertising industry.”

The American Advertising Federation, a not-for-profit industry association, conducts the ADDY<sup>®</sup> Awards through its 200 member advertising clubs and 15 districts. It is the only creative awards program administered by the advertising industry for the industry. The U.S. Virgin Islands chapter is composed of professionals in the marketing, business and advertising industry throughout the territory.

Judges for the 2009 Addy Awards included Stephanie Krompiew, Vice President, Design Director, Sterling Brands; Gary Gilmore, Creative Director, Access; and Pat D’Amico, Founding Partner, Psynchronous Communications, Inc.

The Reichhold Center for the Arts is a 1,196-seat Amphitheater located on the campus of the University of the Virgin Islands. The center was created in 1978 through an endowment from Philanthropist Henry Reichhold. Each year Reichhold Center presents a full season of entertainment, including music, dance, art and theater. For more information on the Reichhold Center visit [www.reichholdcenter.com](http://www.reichholdcenter.com), or call (340) 693-1563.

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