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CAP (Creative) Wins 13 ADDY Awards in Annual Competition

Sarasota, Fla.-based CAP (formerly CAP Creative) won 13 ADDYs at this year's American Advertising Federation/Suncoast Awards ceremony. The company also won two AMY awards for Best of Category and a Best of Show Honorable Mention. CAP four-year ADDY total is 67.

/24-7PressRelease/ - SARASOTA, FL, April 02, 2008 - Roxanne Joffe, President of Sarasota, Fla.-based CAP (formally CAP Creative) Advertising and Public Relations firm, announced today her company had another award-winning year. The annual Suncoast Advertising Federation awards ceremony, held last night at Michael's on East in Sarasota, produced 13 ADDYS , 2 AMYs and a Best of Show Honorable Mention for CAP.

Olo, the Mitolo Group's Australian Extra Virgin olive oil, was CAP's winningest client with ADDYS for Web site (www.ollo.us), Slurping Kit, Bottle Hang, and Print Campaign. Two ollo entries, the Slurping Kit and the print campaign, won additional AMY accolades as being Best of Category and the Slurping Kit garnered the judges Honorable Mention as Best of Show.

CAP also won awards for Web sites developed for One Palm, their own CAP site (www.CAPcreative.com) and for CAPtivate (www.CAPtivateevents.com), the recently launched Event Management division of the company. In total, CAP won 10 Golds, 3 Silvers, 2 AMYS, and an Honorable Mention for Best of Show.

About CAP

CAP is a full-service Advertising and Public relations company specializing in Marketing Strategy and Brand Development. The firm is a member of Transworld Advertising Agency Network (TAAN). Comprised of twenty carefully selected US firms, fourteen European agencies, and four Pacific Rim companies, TAAN works cooperatively to enhance the intelligence, expertise, reach and effectiveness of each individual member agency. Notable clients include Hyatt, Camber Corporation, ollo Extra Virgin olive oil, TRITON Companies, National Medicaid/Medicare Conference (NMMC), American Dermatology, ADS (American Dental Sales) and HealthTrust, LLC.

About the ADDYS

The American Advertising Federation ADDY Awards is the world's largest and toughest advertising competition. Every year, more than 60,000 entries are fielded through fifteen districts and the 200 member clubs. The competition is three-tiered with local, regional and national/international levels. The ADDY Awards represent the true spirit of creative excellence.

CAP Creative is a Full-Service Advertising and Web Development Agency, Public Relations Firm, and Destination Management Company dba CAP Creative, eCAP, and CAPtivate. Offices located in Manchester Village, VT and Sarasota, FL.

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