



Press Release Contact Information:

Todd Vines
Gilbert & Associates
Public Relations & Account Mgr.
E-Mail: [Email us Here](#)
Website: [Visit Our Website](#)

Gilbert and Associates doodles its way to distinction at 2008 Pele Awards

Kukui Grove project takes top honors, heads to national awards competition

/24-7PressRelease/ - KAHULUI, MAUI, HI, May 03, 2008 -- Sassy teens, shredding surfers and a cross-dressing wrestler caught the judges' attention at the 2008 Pele Awards, the American Advertising Federation's regional competition for the annual Addy Awards.

The Maui-based advertising firm Gilbert and Associates received top honors in the "Consumer Publication Advertising (spread, four-color)" category at the award ceremony, held Saturday, April 5 in Honolulu. The award marks eight consecutive years of Pele honors for the Neighbor Island's oldest and largest advertising agency.

"It always makes me proud to receive recognition for our Maui agency when we're competing with the 'big boys' on Oahu," said Larry Gilbert, president. "It's a testament to our extraordinary team and the special clients we have here at Gilbert and Associates."

The two-page magazine ad for Kukui Grove Shopping Center dubbed "Notebook Doodles" depicts a mixed-media collage of whimsical characters and hand-drawn cartoons for a distinctly unique, targeted marketing piece. The ad will go on to compete in the AAF's national competition later this year.

Gilbert and Associates has provided award-winning marketing, public relations, advertising and creative services for clients throughout the Aloha State and beyond since 1974. Clients include The Shops at Wailea, UPC Wind Hawaii, C.B.Richard Ellis, Kukui Grove and Princeville at Hanalei. For more information, call (808) 871-6230.