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**Cal Poly Animal Science Department Brochure Awarded 2007 Gold ADDY Award**  
*Verdin Marketing Ink selected to continue on to regional competition for Cal Poly client win*

SAN LUIS OBISPO, CA – Local marketing and public relations firm Verdin Marketing Ink (VMI) announced the win of one Gold ADDY Award for its design of the Cal Poly Animal Science Department brochure. Teaming up with members of the Cal Poly staff as well as iii Design, VMI developed an informational brochure on the academic department and its success at the competitive university.

The winning entry is now eligible for regional and national level ADDY competitions. The Cal Poly brochure is being forwarded to the next level of competition, AAF District 15 and will be judged against winners from Los Angeles, San Diego, Orange County, Las Vegas, Northern LA County, Palm Springs, Inland Empire, Bakersfield and Yuma/El Centro. District judging will occur in early April. If successful, Cal Poly and VMI will move on to the nation-wide competition.

In addition to the Gold ADDY, VMI received two Bronze ADDYS in recognition of projects for clients, the San Luis Obispo County Community Foundation (SLOCCF) and Jack's Helping Hand.

"We are honored to have all of our entries receive ADDY Awards this year," said Mary Verdin, president of VMI. "It's especially rewarding to see our clients recognized. Awards are fun to receive, but it's effective marketing that is our focal point. Everything we entered were successful pieces for our clients."

The Central Coast Advertising Federation, in conjunction with the American Advertising Federation, holds the annual ADDY Award competition for advertising, marketing, design and public relations businesses in the San Luis Obispo, Santa Barbara and Ventura counties. The awards celebrate and honor achievement in advertisement, publicity and design.

Verdin Marketing Ink is located at 1920 Broad St. in San Luis Obispo and serves clients throughout the county, including the Children's Health Initiative, Call America and Rizzoli's Automotive. The firm was started in 2003 and offers full service marketing and public relations services to a diverse list of local and regional clients. Visit them online at [www.verdinmarketing.com](http://www.verdinmarketing.com).