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CONTACT: KELLY ZASKE

320-290-5909

GASLIGHT CREATIVE TAKES HOME 13 AMERICAN ADVERTISING AWARDS

(ST CLOUD, Minn.) – Gaslight Creative, a full-service, boutique-style advertising agency in St. Cloud, MN, took home 13 awards at the 2018 American Advertising Awards Show on Saturday, February 17 at the Kelly Inn in downtown St. Cloud. The annual awards competition was hosted by the American Advertising Federation of Central Minnesota and celebrates excellence in advertising.

Gaslight's innovative body of work impressed the out-of-market judges, including work created for local and regional clients Explorium Brewpub, Rice Companies, Reach-up Head Start and United Way of Central Minnesota.

Among the 13 awards, Gaslight Creative received the People's Choice award for their work for United Way of Central Minnesota.

Gaslight's 10-member team, comprised of graphic designers, web developers, copywriters, account managers and marketing strategists, is led by co-founders Kelly Zaske and Jodie Pundsack. Since its inception in June 2009, the agency has worked with a wide range of local, regional and national clients and has garnered nearly 100 American Advertising Awards, including 2013 Best of Show. The agency is headquartered in Downtown St. Cloud.

ABOUT THE AMERICAN ADVERTISING AWARDS:

The American Advertising Awards are the advertising industry's largest and most representative competition. The local awards are the first of a three-tier, national competition. The most creative entries in each category are selected via a scoring process in which a panel of judges evaluates all creative dimensions of every entry. A Gold Award recognizes the highest level of creative excellence and is judged to be superior to all other entries in the competition. A Silver Award recognizes entries that are also considered outstanding and worthy of recognition. The number of awards given in each category is determined by the judges, based on relative quality of work in that category.

ABOUT AMERICAN ADVERTISING FEDERATION:

Headquartered in Washington, D.C., the American Advertising Federation is the nation's oldest national advertising trade association, and the only association representing all facets of the advertising industry. The AAF has 15 district operations nation-wide, representing 40,000 advertising professionals and 200 AAF college chapters, with over 6,500 student members.