



## FOR IMMEDIATE RELEASE

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## GCG PERFORMANCE IN LOCAL ADVERTISING COMPETITION UNMATCHED OVER LAST DECADE

FORT WORTH, Texas – March 3, 2009 – Fort Worth-based agency GCG has received more than 200 ADDY® awards over the past decade, including more than 80 gold ADDYs and numerous Best of Show and Special Judges awards. Since 1999, GCG has won more gold awards and more ADDY® awards overall than any other Fort Worth agency, establishing a strong tradition of success within the Fort Worth advertising community.

GCG was once again recognized for excellence in advertising at the Feb. 28 American Advertising Federation – Fort Worth 2008 ADDY® Gala, taking home 36 ADDY® awards, including five gold awards. The agency also walked away with 16 silver and 15 bronze awards.

The GCG team received three gold ADDYs for collaborative work with Geno Loro Jr. for the Children's Neuroblastoma Cancer Foundation (CNCF). The winning posters in this campaign featured photography by Geno Loro Jr. and included portraits of children living with neuroblastoma. Local print advertising and creative work for Lone Star Ag Credit additionally earned the agency two gold ADDYs.

GCG also earned 16 silver awards and 15 bronze awards for additional work created for CNCF, Lone Star Ag Credit and XTO Energy.

### **About GCG**

Fort Worth, Texas-based GCG Marketing is a full-service marketing firm providing strategy and consultation, along with advertising and public relations services, to clients in the healthcare, corporate, consumer and business-to-business arenas since 1973. For more information, visit [www.gcgmarketing.com](http://www.gcgmarketing.com) or read the GCG blog at [www.gcgideas.com](http://www.gcgideas.com).

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