



FOR IMMEDIATE RELEASE

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ERIE DOWNTOWN PARTNERSHIP WINS GOLD ADDY FOR “ENJOY” CAMPAIGN

Erie, Pa.—The Erie Downtown Partnership has been awarded a Gold ADDY in the category of Integrated—Consumer Local Campaign for the “Enjoy” campaign launched in 2014. The campaign featured EDP’s new website, television and radio commercials, its Annual Report, Annual Meeting Invitation, downtown walking maps, event logos, and newspaper and online event advertisements, among other items.

Chair and past-president of the Erie Ad Club, Colleen Stubbs of Altman-Hall Associates advertising agency, noted that the judges were extremely impressed with the campaign. “The judges enjoyed viewing the Erie Downtown campaign and felt the work was excellent.” Judge Tim Klinger said the work would really help motivate people to venture downtown. “It was thorough, detailed judging, with judges touring the website and examining logos, print, audio, and video,” Stubbs added. “The overall campaign really stood out. Everything tied together perfectly.” The judges were Alan Rado, Chicago, IL; Lisa Gorham, Frederick, MD, and Tim Klinger, Akron, OH.

John Buchna, CEO of the Erie Downtown Partnership, was delighted by the news. “Our work at the EDP is always focused on promoting downtown Erie as a great place to live, work, and play. As a nonprofit, we must manage our resources very efficiently, so it’s especially gratifying for our efforts to be recognized with a Gold award by our peers in the advertising community.”

Linear Creative LLC wrote and produced the television commercials. CyberInk developed the website with creative assistance from Route 1A Advertising, who created all other elements including the Block Party and Bike Night event logos and advertisements, Annual Report and meeting invitations, walking maps and other items. Route 1A scripted the radio spots and Connoisseur Media, LLC produced the commercials.

The Erie Downtown Partnership is a nonprofit organization dedicated to the revitalization of downtown Erie by improving its image, business climate, physical environment and design.

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