

Rock River Valley
BLOOD CENTER
Straight From the Heart



FOR IMMEDIATE RELEASE

**GrahamSpencer receives two
ADDY's for work for Rock River Valley Blood Center**

The Rock River Valley Blood Center (RRVBC) is proud to announce that its recently launched campaign, developed by GrahamSpencer Inspired Strategic Communications, has earned two ADDY awards from the American Advertising Federation, Northern Illinois Chapter. In the category of Mixed/Multiple Media, Mixed-Media, Local Consumer, RRVBC's Regift Billboard Campaign received an ADDY. One of the signs features the headline, "The Ultimate Regift."

In the category of Elements of Advertising, Logo, RRVBC's new identity, which was publicly launched December 2, 2008 also received an ADDY. The logo represents a human form enveloping a heart and a single drop of blood. The tagline is "straight from the heart."

AAF Northern Illinois is the ad industry trade association serving advertising creatives, public relations, marketing, and other communications industry professionals in and around Rockford, Illinois. Sanctioned by the AAF, the ADDY Awards honor excellence in advertising and cultivate the highest creative standards in the industry. The competition begins at the local level with 210 AAF member clubs nationwide from which local winners proceed to 14 regional competitions, and those winners proceed to the national finals. The American Advertising Awards Competition (ADDY's) is the advertising industry's largest and most representative competition for creative excellence.

"Rock River Valley Blood Center is proud of our new identity. We think it's a wonderful reflection of the good works of our donors, staff and the hospitals we serve. We're pleased that our partner in its creation is a respected, award winning local firm," said Jennifer Bowman, PR and Marketing Manager at RRVBC. "We have so many skills in the Rock River Valley. It means a lot to us to be a part of such a diversely talented and interesting community."

GrahamSpencer—Inspired Strategic Communications, headquartered in Rockford, IL, was founded by Jay Graham and Scott Spencer in 1987. The firm provides communications research and strategy, graphic design, public relations and web development services to a variety of local, regional and national clients.

The Rock River Valley Blood Center serves as a centralized, community blood center and is the sole provider of blood products and services to Beloit Memorial Hospital, Edgerton Hospital and Health Services, Freeport Health Network, Mercy Harvard Hospital, OSF Saint Anthony Medical Center, Rochelle Community Hospital, Rockford Health System and SwedishAmerican Health System. For more information or to make an appointment to donate blood, please call toll free 877-RRVBC-99 or find RRVBC on the web at www.rrvbc.org.

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