

Winners Announced in the Seventh Annual Service Industry Advertising Awards

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Winners have been announced in the Seventh Annual Service Industry Advertising Awards. Over 1,400 entries were received in this years awards. A national panel of judges evaluated and rated entries in twelve groups and twenty-seven categories. The judges awarded 186 Gold Awards, 131 Silver Awards, as well as 99 Bronze Awards.

The Service Industry Advertising Awards was initiated in 2003 to recognize the advertising excellence of the service industry. The Seventh Annual Service Industry Advertising Awards continues to recognize the advertising excellence from service industry providers. "The continuing downturn in our economy has effected the service industry, however our judging panel continues to be impressed with the excellence in the creativity of the services industry. More than 300 advertising agencies and 900 institutions participated in the Seventh Annual SIAA Awards," stated Jan Michael Lok, Executive Director of the SIAA Awards.

A national panel of judges reviewed every entry for execution, creativity, quality, consumer appeal and overall break through advertising content. The judges awarded five Best of Show awards for their outstanding creative execution. For more information on the Service Industry Advertising Awards go to www.siaa.com or call **770-457-5852**.

