

**FOR IMMEDIATE RELEASE**

Media Contacts:

Andy Lofgren, NCEDO  
Phone: 231.924.8890  
Fax: 231.924.9250  
[alofgren@ncedo.org](mailto:alofgren@ncedo.org)



**NEWAYGO COUNTY PROFILE WINS GOLD ADVERTISING AWARD**

**March 10, 2005** – The Newaygo County Profile produced last year by the Newaygo County Economic Development Office, Inc. (NCEDO) and their marketing communications firm FLUID was recognized for the caliber of its creative work with an “ADDY” Award last week. A total of 620 entries were submitted and the Newaygo County Profile was one of only 43 pieces to receive a Gold Award.

The awards were presented before a crowd of more than 700 advertising experts March 3 at the DeVos Place Convention center in downtown Grand Rapids. The annual American Advertising Federation (AAF) competition is sponsored locally by the Ad Club of West Michigan. Gold level winners go on to district judging against the best in the Midwest for the chance at a national Addy award.

The Newaygo County Profile includes information on infrastructure, technology, industrial parks, education and training, recreation and culture, demographic and economic data, and on NCEDO services.

“These awards are a testament to FLUID’s collaborative relationship with its clients and the way we work together to produce great advertising,” said Kyle Kempster, the owner of the agency. “While our focus is meeting the client objectives, it’s certainly an honor to receive this kind of recognition. Frankly, we couldn’t produce this caliber of work without the support of clients who value creativity such as NCEDO.”

“It is always nice when your work is looked on so favorably by your peers,” commented Andy Lofgren, Executive Director of NCEDO. “With this piece, we feel that FLUID captured the rural sophistication that we celebrate in Newaygo County. This is our primary promotional piece that we use to target businesses and individuals interested in investing in Newaygo County. We congratulate the FLUID team and appreciate the additional recognition and attention that comes with this award.”

A copy of the Profile can be obtained by calling NCEDO at (231) 924-8890 or it may be viewed and downloaded from their web page at [www.ncedo.org](http://www.ncedo.org). Click on “data center”.

-End-