



For Immediate Release

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Contact: Jody Shiroma
Phone: 808.286-0854
Email: jody@auw.org

LET THE CREATIVE GAMES BEGIN!
2013 Pele Awards Call-For-Entries is OPEN!

[HONOLULU, HAWAII] – Who is going to come out on top in Hawaii’s advertising and marketing industry? What TV commercials, print ads or public service announcements caught your eye?

Do you *(or someone you know)* have what it takes to take home the coveted *Best Of Show* Award?

Well then WHAT are you waiting for?

The time is NOW, to peruse through your 2012 advertising and design work and submit it for this year’s 2013 Pele Awards. The annual PELE Awards Competition recognizes exceptional advertising and design work created in the State of Hawaii.

The PELE Awards honor advertising and design excellence in all media including print, online, broadcast, out-of-home and public service advertising. To be eligible for consideration of a PELE, all work must have appeared in media between January 1, 2012, and December 31, 2012.

“Each year our advertising and design world comes together to showcase the best that our state has to offer in creativity,” Paul Lam, Pele Awards Chairperson said.

“We are pleased and proud to support our Creative community that does so much to enhance our industry.”

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Each year, national judges have the difficult challenge of selecting the Pele Award winners. This year's judges include **Roger Camp**, Founder and Chief Creative Officer of Camp + King, San Francisco whose clients include Capitol One, Old Navy, GAP and Gannett; **Craig Mangan**, Executive VP & Executive Creative Officer, BBDO, San Francisco who leads the creative team for clients that include Gallo, Mars, Caesars Entertainment and Vail Resorts; and **Pum Lefebure, Co-Founder & Creative Director Design Army, Washington, DC**, where she is an award-winning creative director overseeing all creative coming through the firm's doors.

Details

EARLY BIRD: First entry deadline is Tuesday, January 15, 2013, 12noon HST.

NON-EARLY BIRD: After Tuesday, January 15, 2013, ALL entries are an ADDITIONAL \$10 and must be received by 5pm on Tuesday, February 5, 2013.

ENTRY FEES: Professional Entry fees are \$85 PER ENTRY for members of AAF-Hawaii, AD2 Honolulu, AIGA-Honolulu and HAB. And \$100 PER ENTRY for non-members. All neighbor island entrants' late fees will be waived.

(OAHU ONLY) PICK UP OFFICIAL ENTRY ENVELOPES: ELECTRIC PENCIL 501 Sumner Street. #3B1.

(NEIGHBOR ISLANDS) TO REQUEST FOR OFFICIAL ENTRY ENVELOPES: via email at PeleAwards@aafhawaii.com

Want to know who won last year? See last year's winning work and information guide with the categories at PeleAwards.com.

Info Guide and Entry Envelopes are also available at Electric Pencil.

Judging and Awards Schedule

Pele Awards Judging: March 2 & 3, 2013

Pele Finalist Notification: March 22, 2013

2013 Pele Awards Show: April 27, 2013

The PELE Awards winners will be honored at the 2013 PELE AWARDS PARTY, scheduled for APRIL 27, 2013 in the Monarch Ballroom at the Royal Hawaiian Hotel.

All PELE AWARD Winners will automatically be forwarded to the American Advertising Federation's 2013 National ADDY Competition, the world's largest advertising competition.

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The PELE Awards Competition is sponsored by the American Advertising Federation – District 13 which represents the American Advertising Federation – Hawaii (AAF-Hawaii) and AD2 Honolulu. Proceeds from the PELE Awards help support the educational programs and public service projects.

The American Advertising Federation is a national organization which protects and promotes the wellbeing of the advertising industry. AAF District 13 represents the Hawaii advertising industry at the national level, and oversees AAF-Hawaii and Ad 2 Honolulu, both trade organizations for professionals involved in, or interested in advertising. Ad 2 Honolulu serves professionals aged 32 and younger. We accomplish our mission through a unique, nationally coordinated grassroots network of advertisers, agencies, media companies, local advertising clubs and college chapters. We bring members together to yield creative business solutions. We present the industry with its future leaders. We honor advertising excellence, and promote diversity in advertising by encouraging the recruitment of people of diverse cultures. We give back to the community through pro bono public service campaigns for local nonprofits, and through student scholarships and mentorships.

For more information, go to: www.Peleawards.com or email at: PeleAwards@aafhawaii.com

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