



SANTA BARBARA

FOR IMMEDIATE RELEASE

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**Antioch University Santa Barbara Marketing Recognized
By 2013 Coastal California ADDY® Awards**

Santa Barbara, CA – A trio of marketing efforts from Antioch University Santa Barbara (AUSB) was honored with bronze Coastal California ADDY® Awards by the American Advertising Federation of Santa Barbara (AAFSB) on Wednesday night, March 13, 2013. The annual ceremony, emceed by KEYT Channel 3 Senior Reporter John Palminteri, was held at Center Stage Theatre following a reception at Santa Barbara Contemporary Arts Forum.

AUSB collected Bronze ADDY awards for entries in three categories:

- Newspaper, Color: "I Chose Antioch" Print Testimonial Advertising
- Advertising, Campaign, Single Medium Campaign: Holly Near Fundraiser
- Elements of Advertising, Visual: AUSB Summer Writing Institute Logo

AUSB President Dr. Nancy Leffert was present to see Director of Communications and Enrollment Steve Weir accept the awards, with representatives from the university's design firm, Fritz Creative Marketing: Owner/Art Director Kathy Bryant; Copywriter Teri Breier; Web Developer Naseem Hyder; Project Manager Kim McIntyre; and Production Assistant Monika Petroczy.

More than 100 ADDY Awards were presented to businesses and marketing agencies along the Central Coast area of California, selected from an undisclosed number of total entries.

About AUSB

Antioch University provides learner-centered education that empowers more than 5,000 students worldwide with the knowledge and skills to lead meaningful lives while advancing social, economic, and environmental justice. Antioch University Santa Barbara, founded in 1977 as one of five campuses in California, Washington, New England, and the Midwest—provides graduate degrees and bachelor's completion programs at its thriving downtown campus, drawing students from throughout the United States, Canada, Asia, South America, and Europe with its unique curriculum. Antioch University is a nonprofit, private, 501(c)3 organization and member of the North Central Association of Colleges and Schools, accredited by the Higher Learning Commission. AUSB is located at 602 Anacapa Street, Santa Barbara, California 93101, (805) 962-8179. To learn more, visit www.antiochsb.edu.

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