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MEDIA CONTACT
Tanya Osegueda
559-438-2180 ext. 28
Tanya@jpmktg.com

JP MARKETING WINS A NATIONAL 2011 SILVER ADDY® AWARD
*Fresno Fire Department PSA Campaign Brings
Home First National Win For JP Marketing*

(FRESNO, CALIF.) -- JP Marketing, a full-service Fresno advertising agency, was awarded a National Silver ADDY Award for its work on the Fresno Fire Department's PSA campaign at The American Advertising Federation's award ceremony on June 4, 2011.

The Fresno Fire Department PSA Campaign consisted of four 30 or 60 second spots that ran in movie theaters and on local television programming in 2010. Carbon monoxide safety, pool safety and fire safety were highlighted in the campaign.

"We were honored to be asked by the Fresno Fire Department to produce these public service announcements," says Jane Olvera Quebe, President of JP Marketing, "and we are thrilled to have received this national attention as we prepare to syndicate the spots to other fire departments and public safety agencies across the country."

The ADDY® Awards Competition is a three-tiered national competition conducted annually by the American Advertising Federation. The ADDY® Awards Competition is the advertising industry's largest and most representative competition for creative excellence. According to The American Advertising Federation, it received 1,382 entries. Of those entries 87 professional gold ADDY® Awards, 156 professional silver ADDY® Awards, 26 gold student ADDY® Awards and 39 silver student ADDY® Awards were presented. Entries were judged on creativity, originality and creative strategy.

About JP Marketing

JP Marketing, a Division of Two Q Inc., specializes in marketing mid- to large-sized, family-owned businesses. As a family-owned business, JP Marketing chooses to work with businesses whose internal and external marketing decisions are driven by their reputation and family legacy rather than shareholder dividends. For more information visit www.jpmktg.com.

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