



April 29, 2009

FOR IMMEDIATE RELEASE:

## **HHS&B Wins Prestigious Hermes Creative Award!**

PACIFICA, CA--Herbert, Holden Slater & Beim was awarded the Gold Hermes Creative Award for a spadia style newspaper advertisement that was combination comic strip. It ran in the San Jose Mercury News and also in other Bay Area Newspaper Group publications.

Hermes Creative Awards is an international competition for creative professionals involved in the concept, writing and design of traditional materials and programs, and emerging media technologies. There were over 3,700 entries from throughout the United States and several other countries. Entries came from corporate marketing and communication departments, advertising agencies, PR firms, design shops, production companies, web based innovators and freelancers. Winners were selected from 142 categories in seven forms of media and communication efforts- advertising, publications, marketing/branding, integrated marketing, public relations/communications, electronic media and pro bono.

Hermes Creative Awards is administered and judged by the Association of Marketing and Communication Professionals. The international organization consists of several thousand marketing, communication, advertising, public relations, media production, web and free-lance professionals. The Association oversees awards and recognition programs, provides judges and sets standards for excellence. AMCP judged are industry professionals who look for companies and individuals whose talent exceeds a high standard of excellence and whose work serves as a benchmark for the industry.

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