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Flying Pig Marathon and Intrinzic Marketing & Design Receive 2006 American Marketing Association Community Impact Awards

The Cincinnati Chapter of the American Marketing Association (AMA) presented the Flying Pig Marathon with its 6th annual Community Impact Award for non-profits/profits during its May 19 luncheon. This award recognizes organizations who go above and beyond their mission to impact our community through marketing efforts. A new category was created this year which recognizes marketing agencies, ad agencies and design firms who have impacted the community through significant marketing contributions by donating their time and creative talents to benefit a worthy cause. The inaugural recipient of this award was Intrinzic Marketing and Design. John Pepper, former CEO of Procter and Gamble and current CEO of the National Underground Railroad Freedom Center was the key note speaker and helped to present the awards.

"We are extremely proud of all the organizations that submitted entries. They truly represent the great things that can be accomplished for the betterment of the communities in which they live and work," said Tom Sullivan, president of the Cincinnati AMA chapter. "The message from Mr. Pepper inspired all our members to apply their marketing skills for causes about which they are passionate."

The Flying Pig Marathon was selected from 22 nominees based on their highly successful marketing strategy and overall impact to Cincinnati for its annual race in May. One of the nation's largest marathons and a treasure for the local community, the Flying Pig Marathon's participation grew 10 percent in 2006 and was recently named the "most fun" marathon by Runners World magazine. Most impressively, the marathon raises over one million dollars for over 50 charities. "The primary mission of the Flying Pig Marathon is to provide a top quality race to raise money for local charities in our area," said Iris Simpson Bush, executive director. "We are thrilled to receive this honor from the AMA in recognition of our service to the community."

Intrinsic Marketing and Design was selected among six agencies because of their commitment and generosity in working with organizations such as the Boys and Girls Clubs of Greater Cincinnati and the Kentucky Symphony Orchestra. Intrinsic was successful in revitalizing the Boys and Girls Club brand, which resulted in increased awareness, membership and donations. "We've been fortunate to work with organizations like the Boys & Girls Club to create strong, positive messages for the kids in our own city. Personally, I'm delighted that the AMA is raising the visibility of donating resources to great community causes with this new award. We hope that the work we've done, as well as the contributions of the other agencies that have been recognized, inspires agencies to play a major role in making a real Community Impact.", Wendy Vonderhaar, President, Intrinsic Marketing & Design.

Finalists for the first award were the Cincinnati USA Regional Chamber and the Cincinnati Public Library. Finalists for the agency award were Barefoot Advertising and Northlich.

About the Community Impact Award

The Community Impact Award was created to recognize companies, non-profit organizations and community or government agencies that applied sound marketing principles to positively and significantly impact the Greater Cincinnati community. Past winners include the Cincinnati Museum Center, Greater Cincinnati Tall Stacks Commission, Inc., Artworks for the Big Pig Gig and the Cincinnati Enquirer for their neighbor-to-neighbor campaign. More information:

www.cincinnati.marketingpower.com.

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