

AMERICAN
ADVERTISING
AWARDS

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AMERICAN
ADVERTISING
AWARDS

THE 2017 OFFICIAL BOOK OF "WINNERS"



I never expected to be the chairperson of this competition. February was always the time of year I sat in the audience and complained about what won, who won, and why they won. But, after seeing what actually goes into the judging and producing of this show, I'm humbled. This year's hard-working volunteers did a great job under a lot of pressure. The judging was closer than it's been in a decade and we had more winners than usual.

The work contained in this book reflects well upon Indianapolis's advertising and design community. For better, or worse, this is a subjective competition. Not every good piece won something. But this year, rather than being frustrated, I'm leaving inspired and motivated.

Thanks to everyone who entered.

Jeff Morris

2017

Indianapolis AAF

American Advertising Awards

Chairperson

2017 ADDY COMMITTEE MEMBERS

These people put in countless hours and late nights to make this year's show a reality. Why do they do it? I have no idea. But, a big "thanks" goes out to them and their very understanding and generous employers.

Adam Johnson
Borshoff

Ali Hernandez
Borshoff

Burton Runyan
Borshoff

Jillian Craig
Borshoff

Jeff Morris
The Flatland

Brian Kingen
CVR

Eric Gray
CVR

Katie Clements
CVR

Dustin Thompson
CVR

Rose Durbin
Hirons

Lauryn Zimmerman

2017 ADDY WINNERS

PROFESSIONAL CATEGORY

Bayonet Media
Blueline
Borshoff
Bradley and Montgomery
Caldwell VanRiper
Element Three
Hirons
Indiana University
Mays Entertainment
Miller Brooks
Oliver Winery & Vineyards
PATTERN
Pivot Marketing
Rare Bird, Inc.
Second Street Creative
The Flatland
Think Ahead Studios
Timber Design Company
Vision Concepts
Well Done Marketing
Williams Randall
Willow Marketing

STUDENT CATEGORY

Olivia Booth
Butler University

Chris Costidakis
Purdue University

Emily Doll,
Marian University

Riley Hill-Kartel
Butler University

Haydyn Meythaler
Butler University

Ian Simoneaux
Indiana State University

2017 ADDY SPONSORS

GOLD LEVEL



SILVER LEVEL



C V R

BRONZE LEVEL



ROAD PICTURES

ANNUAL SPONSORS

DIAMOND LEVEL



PLATINUM LEVEL



BRONZE LEVEL



JUDGES



JEFF HAMPTON

Associate Creative Director
FCB
Chicago



SARAH HOLCOMBE

Copywriter
Huge
Washington DC



KATIE QUINN

Associate Creative Director
VSA Partners
Chicago

BEST OF SHOW

THIS YEAR'S AWARD
COMES WITH A COMPLIMENTARY BULLSEYE
TO WEAR ON YOUR BACK.



Bayonet Media

62 Cinema Advertising/Trailer

Pressing on the Letterpress film

Letterpress Film LLC

Erin Beckloff, Executive Producer

Kevin Grazioli, Executive Producer

Andrew P. Quinn, Executive Producer

Joe Vella, Executive Producer

JUDGE'S CHOICE

SARAH HOLCOMBE
Copywriter, Hugu



The Flatland

14 Self-Promotion/Brand Elements

The Flatland Stationery

The Flatland

Brian Gray, Creative Director

Ben Seal, Creative Director

Erin Haskett, VP of Client Services

Rohner Press, Printer

JUDGE'S CHOICE

JEFF HAMPTON
Associate Creative Director, FCB



Vision Concepts
03A Point of Purchase/Counter Top
Hop for Teacher Tap Handles
Fountain Square Brewery
Jeff Brown, Designer/Illustrator

JUDGE'S CHOICE

KATIE QUINN

Associate Creative Director, VSA Partners



Mays Entertainment

68 Public Service Online Film/Video/Sound

"War of Space"

ESCAPE Foundation

Matt Mays, Director/Producer/Writer

Trey Fehsenfeld, Producer

GOLD WINNERS

CONGRATS. YOU'VE WON AN AWARD NO ONE OUTSIDE THIS ROOM CARES ABOUT.



The Flatland

01B Sales Kit/Product Information Sheets

2017 Product Guide

Unity Seeds

Brian Gray, Creative Director

Ben Seal, Creative Director

Erin Haskett, VP of Client Services

Harold Lee Miller, Photographer



Well Done Marketing

01B Sales Kit/Product Information Sheets
 Hotel Tango Sales Kit
 Hotel Tango Artisan Distillery
 Ken Honeywell, Creative Director
 Amy McAdams Gonzales, Associate Creative Director/Designer
 Nick Honeywell, Copywriter
 Melissa Yoder, Account Supervisor



Timber Design Company

02A Packaging
 Murder Of Crows Bottle Label
 Black Acre Brewing Company
 Lars Lawson, Designer, Illustrator, Writer



Timber Design Company

O2A Packaging
 Beard Tax Bottle Label
 Black Acre Brewing Company
 Lars Lawson, Designer, Illustrator, Writer



Timber Design Company

O2B Packaging Campaign
 Anniversary Coffee Bag Campaign
 Hubbard & Cravens Coffee Co.
 Lars Lawson, Designer, Illustrator, Writer



Pivot Marketing

02B Packaging Campaign
 Four Day Ray Packaging Campaign
 Four Day Ray Brewing
 Ryan Abegglen, Creative Director
 Josh Taylor, Art Director
 Derek Hulsey, Designer

Vision Concepts

03A Point of Purchase/Counter Top
 Hop for Teacher Tap Handles
 Fountain Square Brewery
 Jeff Brown, Designer/Illustrator



Vision Concepts

03A Point of Purchase/Counter Top

Flat12 Tap Handles

Flat12 Bierwerks

Jeff Brown, Designer/Illustrator



Well Done Marketing

07A Brochure

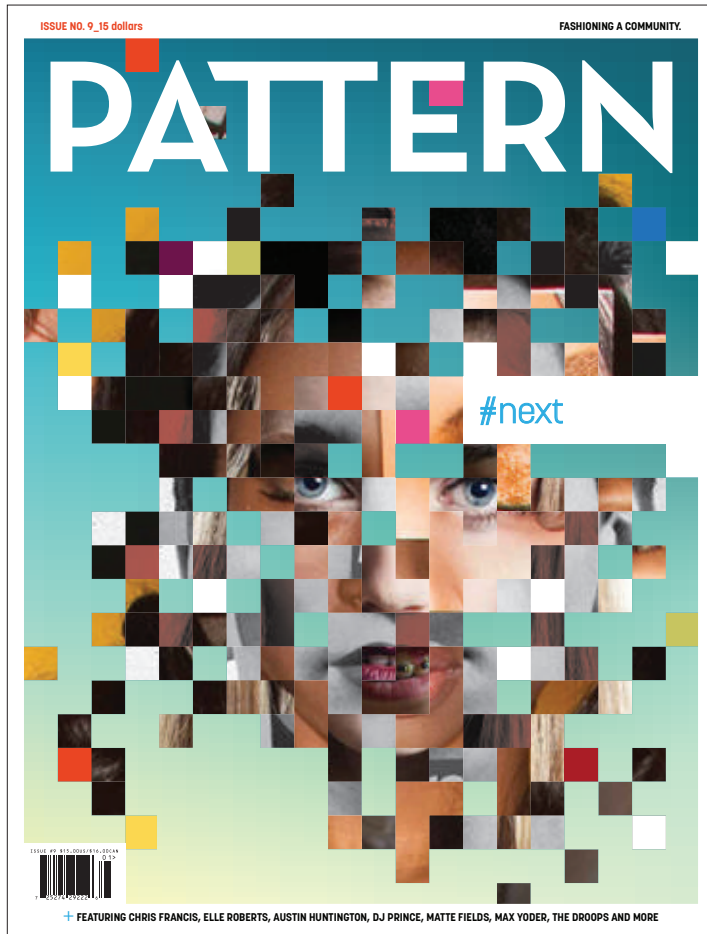
100th Anniversary Retrospective

The Indianapolis Foundation

Amy McAdams Gonzales, Associate Creative Director/Designer

Matt Gonzales, Associate Creative Director/Writer

Joe Judd, Director of Account Service



PATTERN

08D Magazine Design
 PATTERN Magazine Vol. 9 - #NEXT
 PATTERN Magazine
 Polina Osherov, Editor & Creative Director
 Kathy Davis, Senior Design Director
 Lindsay Hadley, Senior Design Director
 Amy McAdams-Gonzales, Senior Design Director
 Eric Rees, Managing Editor

PATTERN

08D Magazine Design
 PATTERN Vol. 10 The Milestone Issue
 PATTERN Magazine
 Polina Osherov, Editor & Creative Director
 Kathy Davis, Senior Design Director
 Lindsay Hadley, Senior Design Director
 Amy McAdams-Gonzales, Senior Design Director
 Eric Rees, Managing Editor



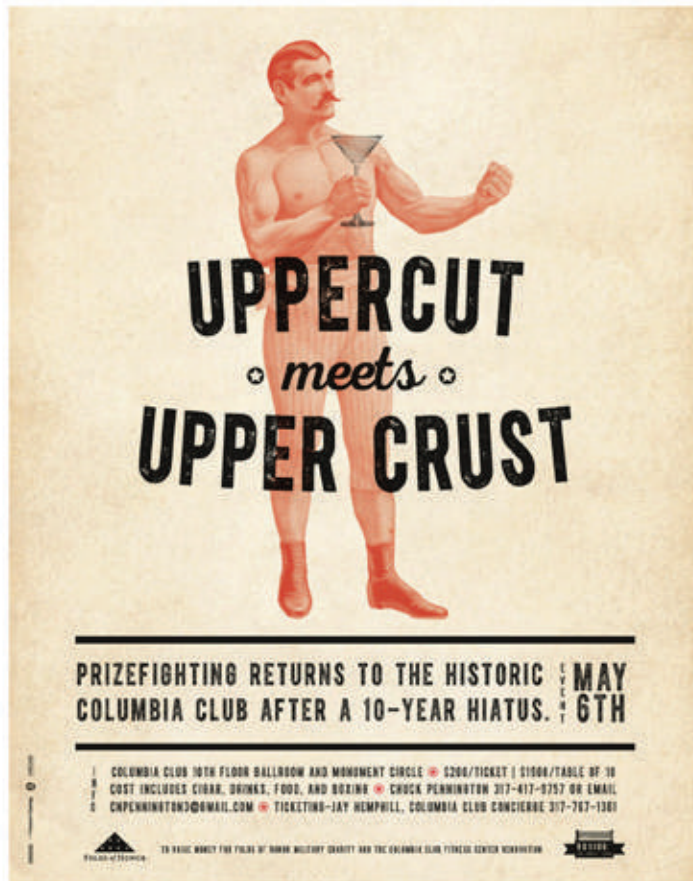
CaldwellVanRiper

09A Invitation
 Allison Indy 500 Invitation
 Allison Transmission
 Katie Clements, Associate Creative Director
 Plow Digital, App Authoring
 Vivid Impact, Printer
 IMS Productions, Video Production



Well Done Marketing

09A Card/Invitation/Announcement
 Tonic Ball 15 Poster
 Second Helpings
 Amy McAdams Gonzales, Associate Creative Director/Designer



Hirons

09B Card/Invitation/Announcement Campaign

The Columbia Club Boxing Posters

The Columbia Club

John Molloy, Executive Creative Director

Jane Burch, VP/Print Production Director

Jim Parham, COO

Element Three

14 Self-Promotion/Brand Elements

Onboarding Kit

Element Three

Element Three Team



The Flatland

14 Self-Promotion/Brand Elements
 The Flatland Stationery
 The Flatland
 Brian Gray, Creative Director
 Ben Seal, Creative Director
 Erin Haskett, VP of Client Services
 Rohner Press, Printer



Well Done Marketing

15 Self-Promotion/Direct Marketing/Specialty Items
 Holiday Series #1
 Well Done Marketing
 Marco Boulais, Designer
 Nick Honeywell, Copywriter
 Dominic Senibaldi, Screenprinting (Cat Head Press)
 Kristin Baxter, Account Executive



Borshoff

25A Out-Of-Home Installation
 Moving Milestone Molecule Wall
 Eli Lilly and Company
 Katherine Coble, Account Lead
 Steve Beard, Creative Director
 Adrienne Clodfelter, Project Manager
 Michael Thaman, Designer
 Jess Husek, Copywriter
 Adam Johnson, Art Director

Alex Suder, Animation
 Jake Foster, Video editor
 Ross Simpson, Director
 Clare Libbing, Producer
 Marc Wellington, Colorist (CMG)

Bradley and Montgomery

26B Multiple Events
 Chase Holiday Windows
 JP Morgan Chase & Co
 All the talented folks at BaM



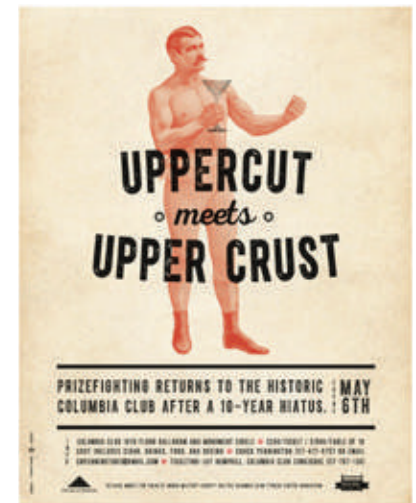
Timber Design Company

27A Poster
 Atonement Movie Poster
 Indianapolis International Film Festival
 Lars Lawson, Designer, Illustrator, Writer



Element Three

27A Poster
 Tad Carpenter Fuse Session
 Element Three
 Element Three Team
 Tad Carpenter, Illustrator

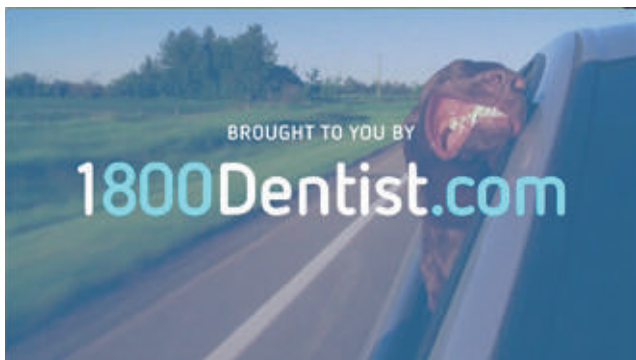


Vision Concepts

27B Poster Campaign
Power House Brewing Co Posters
Power House Brewing Co.
Jeff Brown, Designer/Illustrator

Hirons

27B Poster Campaign
Boxing at The Columbia Club Event
The Columbia Club
John Molloy, Executive Creative Director
Jane Burch, VP/Print Production Director
Jim Parham, COO
Eva Timm, Associate Art Director



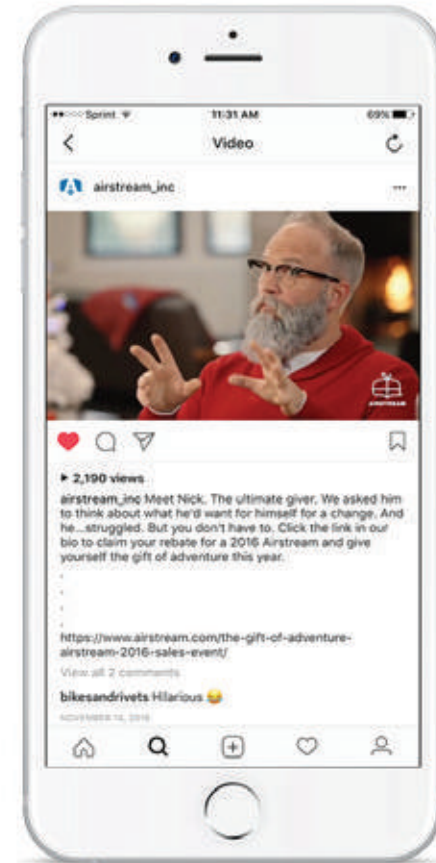
Bradley and Montgomery

38A Social Media, Single Execution

Dog - "Instant Smile"

1-800-DENTIST

All the talented folks at BaM



Element Three

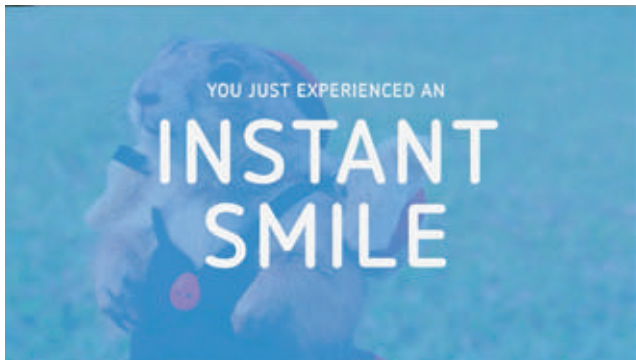
38B Social Media Campaign

Gift of Adventure - Social

Airstream

Element Three Team

Cory Pampalone, Director



Bradley and Montgomery

38B Social Media, Campaign

"Instant Smile" Campaign

1-800-DENTIST

All the talented folks at BaM



Element Three

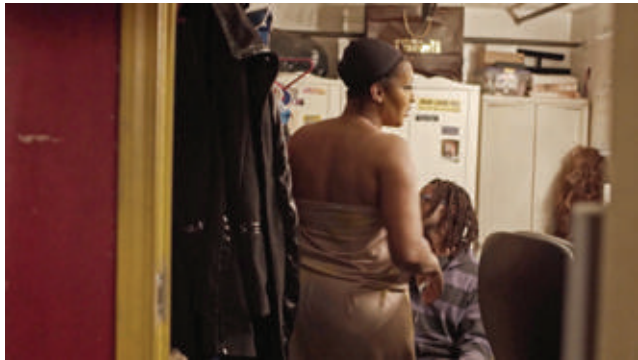
55B Internet Commercial Campaign

"Gift of Adventure" "Santa's Airstream"

Airstream

Element Three Team

Cory Pampalone, Director



Pivot Marketing

58B Film/Video/Sound Branded Content Single

"Queens Inside"

IndyHub

Ryan Abegglen

Will Wertz, Director (Bayonet)

Joe Vella, Director of Photographer (Bayonet)

Kevin Grazioli, Producer (Bayonet Media)

Andrew Quinn, Producer (Bayonet Media)

Union Williams, Director of Accounts

Indiana University

58B Film/Video/Sound Branded Content Single

Little 500: Pride and Glory

Indiana University

Tim Keller, Director, Creative Services

Chris Meyer, Director, Visual/Audio Services

Eric Rudd, Art Director/Producer

Jon Stante, Multimedia Producer

Cara Reed, Videographer



Pivot Marketing

61 Branded Content & Entertainment Campaign

No Mean City Video Series

IndyHub

Ryan Abegglen, Creative Director

Andrew Quinn, Director/Producer (Bayonet Media)

Joe Vella, Director of Photography (Bayonet Media)

Kevin Grazioli, Producer (Bayonet Media)

Ben Redar, Director (Bayonet Media)

Will Wertz, Director (Bayonet Media)

EJAAZ, Producer (Collaborative Artist)

Union Williams, Director of Accounts

Josh Taylor, Art Director

Derek Husley, Designer

Bayonet Media

62 Movie Trailer

Pressing On The Letterpress Film

Letterpress Film LLC

Erin Beckloff, Executive Producer

Kevin Grazioli, Executive Producer

Andrew P. Quinn, Executive Producer

Joe Vella, Executive Producer



Think Ahead Studios

68 Public Service Online Film/Video/Sound
Arts Commission Fifty Years
Indiana Arts Commission
Jason Drake, Director
Lewis Ricci, Creative Consultant

Mays Entertainment

68 Public Service Online Film, Video & Sound
Indianapolis Prize: Open
Indianapolis Zoological Society
Matt Mays, Director/Producer/Writer
Matt Gonzales, Writer



Mays Entertainment

68 Public Service Online Film, Video & Sound
 "War of Space"
 ESCAPE Foundation
 Matt Mays, Director/Producer/Writer
 Trey Fehsenfeld, Producer

FDR
 FOUR DAY RAY
 BREWING



Pivot Marketing

73 Integrated Brand Identity Campaign
 Four Day Ray Brand
 Four Day Ray Brewing
 Ryan Abegglen, Creative Director
 Josh Taylor, Art Director
 Derek Hulsey, Designer



Element Three

75 Online/Interactive Campaign
 Gift of Adventure - Integrated
 Airstream
 Element Three Team
 Cory Pampalone, Director



Hirons

76 Integrated Media Public Service Campaign
 Exercise Your Vote Campaign
 Indiana Secretary of State
 John Molloy, Executive Creative Director
 Pam Linsley, Creative Director
 John Terrill, Senior Production Artist



Timber Design Company

80 Logo Design

White Bison Coffee Identity System

TriStar Services

Lars Lawson, Designer, Illustrator, Writer

Timber Design Company

80 Logo Design

Wilderland Brand Collection

Wilderland Distillery

Lars Lawson, Designer, Illustrator, Writer



Timber Design Company

80 Logo Design
Espresso Solutions
Hubbard & Cravens Coffee Co.
Lars Lawson, Designer, Illustrator, Writer



Timber Design Company

82A Illustration
White Bison Illustration
TriStar Services
Lars Lawson, Designer, Illustrator, Writer

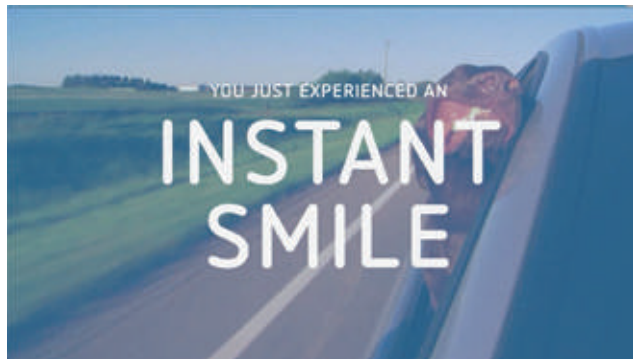


Pivot Marketing

82B Illustration Series
 Four Day Ray Illustration Series
 Four Day Ray Brewing
 Ryan Abegglen, Creative Director
 Josh Taylor, Art Director
 Derek Hulse, Designer

Bayonet Media

85 Cinematography
 Pressing On The Letterpress Film
 Letterpress Film LLC
 Joe Vella, Director of Photography



That's all of this year's Gold Addy winners.

If you didn't win one it's because we don't know what we're doing, and we picked incompetent judges who wouldn't know a good headline if the billboard smacked them in the face, and they were drunk the whole time anyway— which explains why that total rip-off of an ad you saw done better four years ago beat your totally original idea.

If you did win this year, it's *obviously* because you're good.

Bradley and Montgomery

88A Music

"Instant Smile" Original Music

1-800-DENTIST

All the talented folks at BaM



Partners with ADDY winners *(and losers)*
for almost three decades.

P PRINTING PARTNERS

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PrintingPartners.net    

SILVER WINNERS

TECHNICALLY, ALL THE AWARDS ARE SILVER.
THAT SHOULD HELP YOU SLEEP TONIGHT.



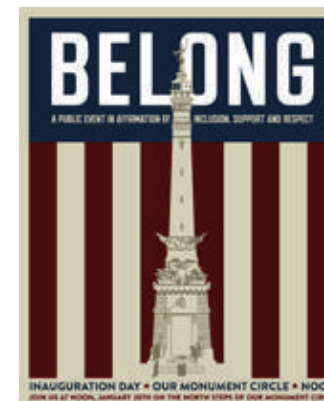
Element Three

10C Direct Mail 3-D/Mixed
CoreLogic Briefcase Direct Mail
CoreLogic
Element Three Team



Timber Design Company

15 Self-Promotion Direct Marketing
Holiday Gift - Tin Camper Mugs
Timber Design Company



Timber Design Company

27A Poster
Belong Poster
Belong Indy Event
Lars Lawson, Designer, Illustrator, Writer
David Jose, Organizer, Director, Coordinator

Williams Randall

49B Regional/National Radio Spot
"Jim"

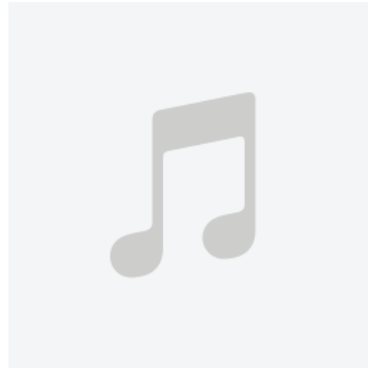
Holiday World & Splashin' Safari

David Stanton, Creative Director

Dan Zumbiel, Associate Creative Director / Writer

Emiley Matherly, Director of Account Services

Brice Bowman, Engineer - Earshot Audio Post



Element Three

07A Brochure

King Aire Brochure

Newmar Corporation

Element Three Team

Larry McCay, Photographer

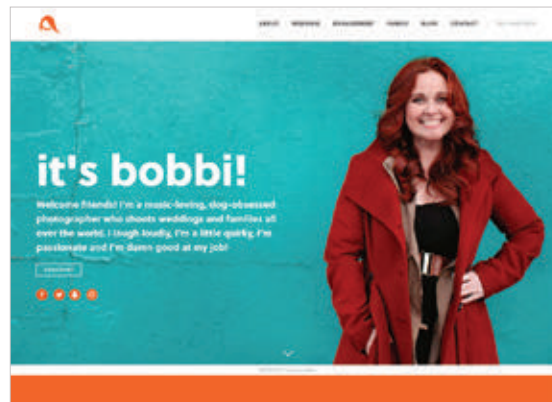
Second Street Creative

92 Responsive Design

Bobbi Photo Web Design

Bobbi Photo

Ryan Hunley, Art Director



Element Three

07A Brochure

Gutwein Pitchbook

Gutwein Law

Element Three Team

Miller Brooks

01B Sales Kit

Ivy Tech Recruitment Kit

Ivy Tech Community College

Uriaha Foust, Creative Director

Joe Black, Senior Art Director

Evan Finch, Senior Copywriter

Christian Mehall, Senior Account Executive

Sarah Huckleberry, Senior Production Designer



Element Three

07B Brochure Campaign

Luxury Brochures

Newmar Corporation

Element Three Team

Larry McCay, Photographer

Element Three

10C Direct Mail 3-D/Mixed
Direct Mail Kit
Wiers
Element Three Team



Element Three

55A Internet Commercial
Gift of Adventure "A Good Gift"
Airstream
Element Three Team
Cory Pampalone, Director

Element Three

14 Self-Promotion/Brand Elements
Kickball Shorts & Championship Tee
Element Three
Element Three Team



Element Three

80 Logo Design
Kickball Team Logo
Element Three
Element Three Team

Element Three

27A Poster
Andy J. Miller Fuse Session
Element Three
Element Three Team
Andy J. Miller, Illustrator



Blueline

58B Film/Video/Sound Branded Content, Single
IU Women's Basketball "The Grind"
Indiana University Athletics
Ben Frazier, Director/Editor

The Flatland

10B Direct Mail Campaign
The American Family Farm
Unity Seeds
Brian Gray, Creative Director
Ben Seal, Creative Director
Erin Haskett, VP of Client Services
Harold Lee Miller, Photographer



Pivot Marketing

08D Magazine Design
No Mean City Publication Vol. 1
IndyHub
Ryan Abegglen, Creative Director
Josh Taylor, Art Director
Melissa Rowe, Art Director
Derek Hulsey, Designer
Robert Annis, Tiffany Berkson, Jenni Edwards,
Phil Hooper, Gerry Justice, Charles Letbetter,
Kyle Long, Dawn Olsen, Sam Stall,
Madie Szrom, Jim Walker; Copywriters

The Flatland

80 Logo Design
Pendleton Logo
Town of Pendleton
Brian Gray, Creative Director
Ben Seal, Creative Director
Erin Haskett, VP of Client Services



Pivot Marketing

55B Internet Commercial Campaign
"Visit Bloomington"
Visit Bloomington
Ryan Abegglen, Creative Director
Ben Redar, Director (Bayonet)
Lauren Dumoulin, Producer (Bayonet)
Jane Brannen, Copywriter
Union Williams, Director of Accounts

The Flatland

83D Photography Campaign
The American Family Farm
Unity Seeds
Brian Gray, Creative Director
Ben Seal, Creative Director
Erin Haskett, VP of Client Services
Harold Lee Miller, Photographer



Pivot Marketing

73 Integrated Brand Identity Campaign
No Mean City Brand
IndyHub
Ryan Abegglen, Creative Director
Josh Taylor, Art Director
Melissa Rowe, Art Director
Derek Hulsey, Designer
Robert Annis, Tiffany Berkson, Jenni Edwards,
Phil Hooper, Gerry Justice, Charles Letbetter,
Kyle Long, Dawn Olsen, Sam Stall,
Madie Szrom, Jim Walker; Copywriters

Rare Bird, Inc.

37A Consumer Website
Garden Party Botanical Hard Sodas
Garden Party Botanical Hard Sodas
Jim Cota, Account Executive/Creative Director
Ashley Nixon, Web Designer
Kyle Bavender, Front End Developer
Lori Crantford, Copywriter
Craig Bavender, Web Developer



Bradley and Montgomery

24B Guerrilla Marketing Campaign
Chase Holiday Windows
JP Morgan Chase & Co
All the talented folks at BaM

Indiana University

11A Specialty Advertising/Apparel
#Admitted2IUPUI T-shirt
IUPUI Admissions
Tim Keller, Director, Creative Services
Ashley Tylek, Designer
Emily Elmore, Marketing Project Manager
Molly Brush, Content Specialist
Heather Barber, Assistant Director, Design



Bradley and Montgomery

29B Public Transit Ad, Exterior
Tastings Vintage Wine Truck
Tastings
All the talented folks at BaM

Indiana University

83B Photography/Color
IU Graduation
Vice President/CMO, IU, Eric Bruder
James Brosher, Photographer

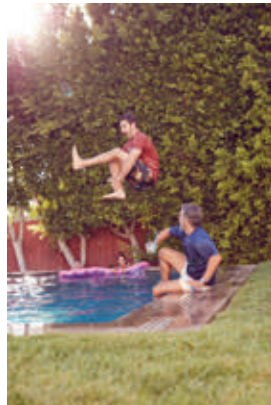


Bradley and Montgomery

38A Social Media, Single Execution
Bing Evergreen 1
Microsoft
All the talented folks at BaM

Bradley and Montgomery

83B Photography/Color
Chase Merchandising Cannonball
JP Morgan Chase & Co
All the talented folks at BaM

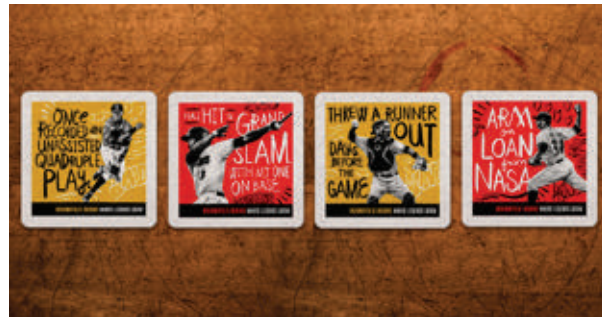


Borshoff

31 Out-Of-Home Campaign
Outdoor Boards
Kiwanis International
Jeff Morris, Creative Director
Lindsay Hadley, Senior Art Director
Matt Barnett, Associate Creative
Director/Copywriter
Adam Hoover, Senior Account Director
John Ilang-ilang, Designer

Borshoff

24A Guerrilla Marketing
Suite Coasters
Indianapolis Indians
Jeff Morris, Creative Director
Justin Wojtowicz, Sr. Account Director
John Ilang-ilang, Art Director
Burton Runyan, Copywriter
Kevin Foster, Photographer
Allie Rotenberg, Illustrator



Borshoff

27A Poster
Josh Bell Poster
Indianapolis Indians
Jeff Morris, Creative Director
Justin Wojtowicz, Sr. Account Director
John Ilang-ilang, Art Director
Burton Runyan, Copywriter
Kevin Foster, Photographer
Allie Rotenberg, Illustrator



Borshoff

31 Out-Of-Home Campaign
Outdoor Boards
Indianapolis Indians
Jeff Morris, Creative Director
Justin Wojtowicz, Sr. Account Director
John Ilang-ilang, Art Director
Burton Runyan, Copywriter
Kevin Foster, Photographer
Allie Rotenberg, Illustrator



Borshoff

72C Integrated Advertising Campaign/
Local/Consumer
Indianapolis Indians Campaign
Indianapolis Indians
Jeff Morris, Creative Director
Justin Wojtowicz, Sr. Account Director
John Ilang-ilang, Art Director
Burton Runyan, Copywriter
Kevin Foster, Photographer
Allie Rotenberg, Illustrator



Mays Entertainment

68 Public Service Online Film, Video & Sound
Indianapolis Prize: Carl Jones
Indianapolis Zoological Society
Matt Mays, Director/Producer/Writer



Well Done Marketing

08A Publication Cover Design
Mythic Indy
Second Story
Amy McAdams Gonzales, Associate
Creative Director/Designer
Cory Michael Dalton, Editor
Mindy Ford, Account Supervisor

Oliver Winery & Vineyards

55A Internet Commercial
"How to Win at Pie Eating"
Oliver Winery & Vineyards
Sarah Anderson, Director of Marketing
James Yount, Art Director
Brave New Productions, Media Production



IT'S LIKE THE FIRST BITE
INTO A SANDWICH

WILLOW MARKETING

Willow Marketing

78B Self-Promotion/Integrated Campaign
Willow Movember Campaign
Willow Marketing
Mark Manuszak, Creative Director
Luke Woody, Designer/Illustrator
Joseph Golc, Copywriter

Well Done Marketing

05 Printed Annual Report
Wabash Valley Power Annual Report
Wabash Valley Power Association
Ken Honeywell, Creative Director
Amy McAdams Gonzales, Associate
Creative Director
Sarah Stewart, Art Director
Alex Mattingly, Copywriter
Kevin Foster, Photographer
Lily Hay, Account Supervisor



Vision Concepts

07A Brochure
Monarch Recruiting Brochure
Monarch Beverage
Jeff Brown, Designer
Tod Martens, Photographer

GOLD



Ian Simoneaux

S29 - Animation or Special Effects
What Are Renewable Resources?
Indiana State University



Ian Simoneaux

S29 - Animation or Special Effects
What Are Tiny Homes?
Indiana State University



Riley Hill-Kartel

S10C - Campaign
Love Is Love - Get Over It campaign
Butler University

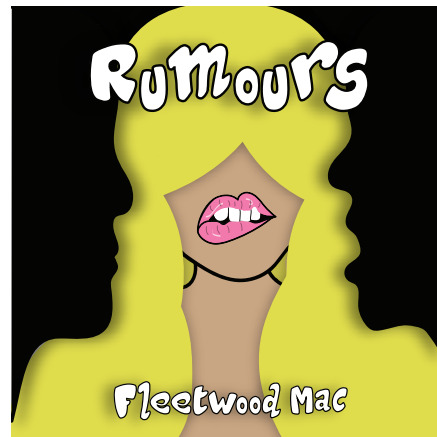
STUDENT WINNERS

THE FUTURE STARS OF OUR INDUSTRY,
AND STATISTICALLY AT LEAST A COUPLE LUCKY ONES
THAT WILL MARRY RICH.

SILVER

Olivia Booth

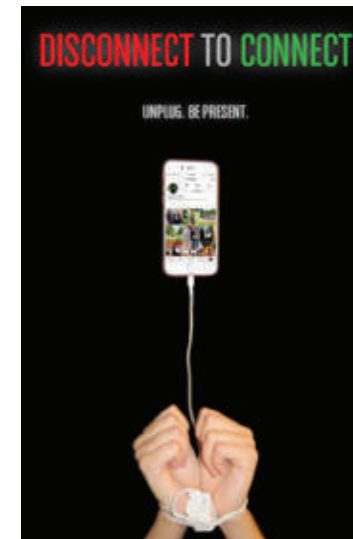
S01A - Packaging
Fleetwood Mac - Rumours Album cover
Butler University



SILVER

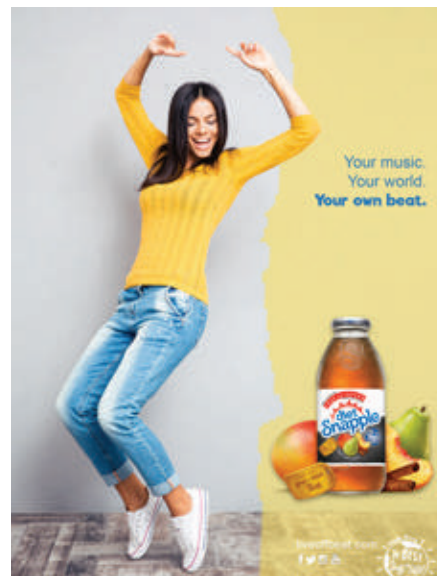
Haydyn Meythaler

S10C - Campaign
Disconnect Campaign
Butler University



Emily Doll

S07B - Campaign
Snapple liveoffbeat Campaign
Marian University



Chris Costidakis

S09A - Single
Dangerous Decibels
Purdue University



[CUE SFX: BOISTEROUS APPLAUSE]

Specialists in “We’ll fix it in post.”

CMG

color grading
motion graphics
visual effects
spot distribution

Here’s to the 2017 ADDY winners.



**CONGRATULATIONS
TO EVERYONE
WHO WON AN ADDY,
AND EVERYONE WHO
SHOULD HAVE WON.**

(YOU KNOW WHO YOU ARE.)

**ROAD
PICTURES**

COMPLETELY COMMITTED TO YOUR VISION.



We do.

C V R

Get Lucky

at Indiana's
Premier
Entertainment
Destinations!



HOOSIER PARK RACING • CASINO

HOME OF INDIANA'S LOOSEST SLOTS!

With 2,000 of Indiana's loosest slots and e-table games, the country's best harness racing, the most delicious dining and world-class entertainment, Hoosier Park is the perfect destination for fun and excitement 24 hours a day, seven days a week!

(800) 526-7223 • HoosierPark.com • Anderson, IN
Just Minutes North of Indy, Off I-69 at Exit 226

INDIANA GRAND RACING • CASINO

EXPERIENCE THE DIFFERENCE

Feel the excitement of this Las Vegas-style casino featuring 2,200 of the highest paying slots and e-table games in Indiana, live Thoroughbred and Quarter Horse racing, award-winning dining selections and live entertainment around every corner. Experience the Difference at Indiana Grand!

(877) 386-4463 • IndianaGrand.com • Shelbyville, IN
Just Minutes Southeast of Indy, Off I-74 at Exit 109



Food, Brew, Friends, Fun & Horseplay

Downtown Indianapolis • Indiana Grand
Clarksville • New Haven/Fort Wayne

Four Great Locations • otbWinnersCircle.com

CENTAUR GAMING DESTINATIONS

Must be 21 to enter casinos or OTBs. Must be 18 to wager on horse racing. Management reserves all rights. Gambling Problem? Call 1-800-9-WITH-IT.

Thanks to everyone who entered this year's American Advertising Awards competition.

To those who won, good luck at the 6th District and National competitions.

To everyone else, at least you got to dress up, have a nice night out, and plot next year's revenge.



This book will either inspire, or infuriate, you. We're okay with that.