



208 - 210 Archer Street, Bel Air, MD 21014 • 410.836.7180 phone • 410.836.0186 facsimile • [www.abrightideaonline.com](http://www.abrightideaonline.com)

**FOR IMMEDIATE RELEASE**

October 12, 2007

Contact: Cobey Dietrich

Tel. 410.836.7180 x203

E-mail: [cobey@abrightideaonline.com](mailto:cobey@abrightideaonline.com)

## A. Bright Idea celebrates peer acknowledgement, successful award season

*2007 Marketing Excellence Award, Best in Maryland and Torch Award among local distinctions*

**BEL AIR, Md.** – A. Bright Idea LLC, a communications firm specializing in public relations, marketing, graphic design and interactive media, received kudos from industry peers by receiving several local and international awards while community contributions and strong ethics earned the firm the Harford County Chamber of Commerce Harford Award and the Better Business Bureau Torch Award for Marketplace Ethics on the same evening of Sept. 26.

“With such a vibrant and reputable agency climate in Baltimore, we’re especially proud of our Best in Maryland and Marketing Excellence Award,” says Anita Brightman, president and founder. “We’ve been successfully producing results for our clients for years and it feels good to receive recognition from those we respect in the industry.”

A. Bright Idea’s work on behalf of HillSide Lawn Service for Baltimore’s Ugly Lawn Contest garnered the Public Relations Society of America Best in Maryland Award, the American Marketing Association Baltimore Chapter Marketing Excellence Award, the Communicator Award of Excellence and Hermes Creative Gold Award.

In addition, the Harford County Chamber of Commerce recognized A. Bright Idea with the 2007 Harford Award for its decade-long commitment to help more than 50 local businesses in industry areas as diverse as healthcare, non-profit, government, retail and education achieve success in Harford County. The Better Business Bureau also awarded the Torch Award to A. Bright Idea for demonstrating exceedingly high standards of behavior towards customers, employees, shareholders and communities and for adhering to truthful and honorable advertising and sales practices.

“We’re thankful to live, work and give back in the Harford County and Baltimore communities,” says Anita Brightman, president and founder. “We’re honored by the company of past winners of the Harford Award and Torch Award. 2007 has proved to be an overwhelming year for recognition by the community and our industry peers.”

A. Bright Idea also received the Hermes Creative Platinum Award for a Baltimore County Savings Bank radio spot and a pro bono event on behalf of Harford Family House. A business to consumer brochure on behalf of ConciergeCare of Bel Air garnered a Communicator Award of Excellence and a Hermes Creative Gold Award.

### **About PRSA Best in Maryland Awards**

The Maryland Chapter of the Public Relations Society of America presents the Best in Maryland Awards annually to public relations practitioners who, in the judgment of their peers, have successfully addressed a communications challenge with exemplary professional skill, creativity and resourcefulness.



208 - 210 Archer Street, Bel Air, MD 21014 • 410.836.7180 phone • 410.836.0186 facsimile • [www.abrightideaonline.com](http://www.abrightideaonline.com)

**About AMA Marketing Excellence Award**

The Baltimore Chapter of the American Marketing Association presents the Marketing Excellence Award each year to an individual or organization that plans and implements the best regional marketing campaign and can demonstrate the campaign's success with measurable results.

**About The Communicator Awards**

The Communicator Awards is an international awards competition that recognizes outstanding work in the communication field. Judged by industry professionals, winning entries reflect companies and individuals whose talent exceeds a high standard of excellence and whose work serves as an industry benchmark.

**About Hermes Creative Awards**

Sponsored by the Association of Marketing and Communication Professionals and formerly known as the MarCom Creative Awards, the Hermes Creative Awards is an international competition for creative professionals involved in the concept, writing and design of traditional and emerging media. Hermes Creative Awards recognize outstanding work in the industry while promoting the philanthropic nature of marketing and communication professionals.

**About A. Bright Idea**

An award-winning advertising and public relations agency based in Bel Air, Md., A. Bright idea excels at identifying opportunities, generating ideas and executing customized solutions that deliver results for government, commercial and non-profit clients including Science Applications International Corporation, Baltimore County Savings Bank, HillSide Lawn Service, Bel Air Center for Addictions, Slavia Federal Savings Bank, Mary Kraft and Associates, Susquehanna Workforce Network and Continental Search and Outplacement. With a team of dedicated professionals boasting strong and diverse backgrounds, A. Bright Idea provides communication services including advertising, public relations, marketing, graphic design, sponsorship and event planning. For more information, visit [www.abrightideaonline.com](http://www.abrightideaonline.com).

###