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a. Bright idea
verbal and visual communication

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A. Bright Idea garners marketing communications accolades

BEL AIR, MD – A. Bright Idea, LLC, a local, award-winning public relations and advertising firm, recently earned recognition from the MarCom Creative Awards for marketing promotion materials and a Web site on behalf of their clients. The Beachtree Golf direct mail campaign and Chesapeake Bakery Café Web site each earned a gold award in the prestigious industry awards.

“We apply careful consideration and creative effort to each communication challenge to achieve positive impact for our clients,” said Anita Brightman, president and founder. “Recognition from our peers in the communications industry is truly an honor.”

The MarCom Creative Awards also recognized A. Bright Idea in 2004 for strategic communication planning, Web site development and logo design.

About A. Bright Idea

A. Bright Idea serves a variety of government and retail clients in Harford County. Founded in 1996, the firm represents clients including URS Coleman, Healthcare Affiliates and EAI Corporation. For more information on A. Bright Idea and its services, visit its Web site at www.abrightideaonline.com or email info@abrightideaonline.com.

About the MarCom Creative Awards

The mission of the MarCom Creative Awards is to honor excellence and recognize the creativity and hard work of marketing and communications professionals. Oftentimes, the success of a marketing or communications program is difficult to measure in terms of return on investment, so the MarCom Creative Awards gives winners the opportunity to show that their work is highly regarded within the creative industry. Winning a MarCom Creative Award gives recognition to the creative talent, firms, departments and/or clients that collaborate on outstanding marketing and communications projects. For more information on the MarCom Creative Awards, visit <http://www.marcomawards.com>.



CAPTION: Anita Brightman, President and Founder, A. Bright Idea

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