



PB&J  
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### **PB&J wins 15 Awards at National Advertising Competition**

PB&J is pleased to announce that it won 15 awards at the Great Lakes Bay Region ADDY Awards, held in Midland, MI on Friday, February 22<sup>nd</sup>. The Traverse City ad agency won the most awards of any ad agency in the competition and was the only Traverse City firm to receive recognition. PB&J won six Gold, eight Silver and a Special Judge's Award for copywriting.

"This show is the highlight of the year in our business," explains Karl Bastian, agency owner. "It's advertising's version of the Oscars. To perform at this level means a lot."

PB&J competed against larger firms from around mid Michigan. "We were up against some heavy hitters," states Bastian. "Many firms are working with much larger brands and budgets."

PB&J received recognition on behalf of several Traverse City clients, including *Northern Building Supply and Dan Brady Painting & Wood Restoration*.

The ADDY Awards is a national, multi-tiered competition that recognizes creative excellence in advertising. It is the largest show of its kind in the nation and is hosted by the American Advertising Federation.

PB&J is a Traverse City based ad agency that serves clients throughout Michigan and out-of-state as well.

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