



Contact: Dan Wright  
T 403.262.9323  
E dan@waxpartnership.com

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## AD RODEO 2010: WAX WINS BEST OF SHOW FOR THE SECOND YEAR IN A ROW.



The Ad Rodeo Anvil Awards were held this past Friday, April 16th and once again showcased the strategy and creativity of WAX.

For the last two years, WAX has won Best of Show at the city's marketing and communications award show, this time for a television spot for the not-for profit, Eating Disorder Education Organization (EDEO). Titled *Ice Cream*, the entire commercial for EDEO plays in reverse and shows a woman "un-eating" ice cream from the carton, demonstrating how bulimics think about food and body image. This spot also won an anvil for best public service broadcast.

Their unique approach to problem solving also earned WAX eight Anvils in total and eight merits making them the most awarded agency at Ad Rodeo. "What's nice about this year's awards are how they showcased the range of talent we attract to the agency." said WAX President, Dan Wright. "I'm proud to say that we had wins in design, advertising, broadcast and digital online."

The awards recognized our work a number of clients including SAIT Polytechnic, Mitchell Eye Centre, Victoria Symphony, Calgary Society for Persons with Disabilities, Fas Gas (Parkland Industries), NUARs Paper Show and Calgary Farmers' Market.

Design Director, Monique Gamache and Executive Creative Director, Joe Hospodarec both agreed that, "It's nice when clients and agencies trust one another, because it allows you to do work that people don't tune out. Do something intriguing, beautiful and relevant and people will come to you."

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To view the award-winning work, please visit [www.waxpartnership.com](http://www.waxpartnership.com).

Over the past five years, WAX partnership inc. in Calgary, Alberta has become one of leading strategic and creative agencies in Canada. WAX manages the needs of many local, regional and national brands, providing design, advertising, digital online, and corporate communications, direct and promotional marketing.

For more information on WAX, please contact Dan Wright at 403.262.9323 or [dan@waxpartnership.com](mailto:dan@waxpartnership.com).

