



FOR IMMEDIATE RELEASE

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50 BLUE LLC WINS 16 PRESTIGIOUS POLLIE AWARDS FOR POLITICAL ADVERTISING

MIAMI — The nation’s political elite has honored Miami-based political advertising agency 50 Blue LLC (www.50blue.com) with 16 Pollie awards for creative and strategic excellence.

50 Blue garnered the most “Pollies” for non-English direct mail and print ads than any other firm in the nation, dominated a category for ballot-issue campaign direct mail, and completely swept two newspaper categories.

50 Blue won the following Pollies for English-language advertising: County Ballot Issue-Direct Mail, two golds; Membership Organization-Direct Mail, one gold and one silver; Local Candidate-Direct Mail, one bronze; County Public Affairs-Direct Mail, three honorable mentions in three categories; and County Public Affairs-Newspaper, which it swept with one silver, one bronze and one honorable mention.

In non-English categories, the firm won Pollies for Local Candidate-Direct Mail, with one silver and one bronze for Spanish entries; and swept County Public Affairs-Newspapers with one silver, one bronze and one honorable mention, with two entries in Spanish and one in Kreyol.

The Pollie awards, administered by the American Association of Political Consultants (AAPC), are considered the “Oscars” of political media. Judges include the nation’s top political and public affairs professionals, who do not know the identities of the entrants. The AAPC (<http://www.theaapc.org>) announced the winners March 28, 2009 at its award ceremony in Washington, D.C.

One of 50 Blue’s Pollie winners in the newspaper category also earned a prestigious Reed Award earlier this year from Campaigns and Elections’ *Politics* magazine (<http://politicsmagazine.com/the-2009-reed-awards>). Reed Award judges are some of the nation’s top political analysts and commentators, and use criteria similar to the Pollies.

50 Blue LLC is a political advertising agency specializing in direct mail and print advertising. It provides advertising and public affairs consulting services in English and Spanish to Democratic candidates, progressive interest groups and private-sector clients.

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