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Sarasota County wins gold and silver ADDY Awards

A historical exhibit of Sarasota's early years and the county's campaign to educate the public on becoming more sustainable were honored at the 2009 ADDY Awards held Saturday, Feb. 21, at the University Club of Sarasota.

The historical exhibit, which won a Gold ADDY, chronicles the early settlements in Sarasota County and the people who created them. The exhibit will open to the public on March 21 at the Sarasota County History Center Museum, 701 N. Tamiami Trail, Sarasota. Prominent Sarasota pioneers who are featured include John Hamilton Gillespie, Bertha Palmer and A.B. Edwards, Sarasota's first mayor.

The "Get Energy Smart" campaign, winner of a Silver ADDY award, focuses on the county's initiative to reduce its energy use through energy efficient lighting and cooling systems, hybrid vehicles and recycling. The county also established a Green Business Partnership with local companies.

"To be recognized among some of the best design talent in the region is something we are very proud of," said Sarasota County Communications Director Bob Stuckey. "These efforts will educate the public on Sarasota's past and share the county's vision of a sustainable future."

The Suncoast Advertising Federation ADDY Awards Competition is the first of a three-tiered national competition conducted by the American Advertising Federation. Founded in Florida in 1960 and adopted nationally in 1968, the ADDY Awards Competition is the industry's largest and most representative competition, recognizing creative excellence and the very best advertising worldwide.