

PRESS RELEASE:
FOR IMMEDIATE RELEASE 4-10-06
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Forest Press Earns Top Awards for New Book

Bradford, Pa. –Forest Press in conjunction with the Allegheny National Forest Vacation Bureau earned Best of Show and five Gold ADDY® Awards for *Pennsylvania Wilds: Images from the Allegheny National Forest and Forest Companion CD*. The awards ceremony took place Friday, April 7, 2006 at the Ambassador Hotel and Conference Center in Erie, Pa. More than 200 club members and guests, including regional advertising, media and marketing professionals attended this ceremony that honors the region's best and most creative advertising work in all media

Sponsored by the American Advertising Federation (AAF), the ADDY® Awards represent the true creative spirit of advertising. Last year, the addition of an international component expanded the ADDY® Awards from a national program into a worldwide competition with over 60,000 total entries. *Pennsylvania Wilds: Images from the Allegheny National Forest and Forest Companion CD* was judged and voted on to proceed into the national ADDY® competition in three categories after winning Gold Addy® awards in the district competition.

The ADDY® Awards Competition is the advertising industry's largest and most representative competition for creative excellence," said Linda Devlin executive director of Forest Press, "The awards confirm what consumers and booksellers across the country have been telling us about the book—it's a gorgeous book and the CD captures the spirit of a very distinctive place."

Pennsylvania Wilds: Images from the Allegheny National Forest was selected Best of Show in the category innovative interactive multimedia. In addition, the book earned five Gold ADDY® awards in the categories of publication design, cover design, printing excellence, still photography-black-and-white, still photography-color and interactive multi-media.

Accepting the awards for Forest Press were project director Linda Devlin; McKean County Commissioner Bruce Burdick; photographer Ed Bernik; author Lisa Gensheimer; designer Bev Verbeke; multimedia designer Joe Ferralli; and Dave Wnuk of Digicon Printing.

The Erie Advertising Club is a member of the American Advertising Federation District 2 representing New York, Pennsylvania, New Jersey, Delaware, Maryland, and Washington, D.C. Recipients of the Gold ADDY® awards are forwarded on to district

and then national competition as part of the three-tiered national competition conducted annually by the American Advertising Federation (AAF).

Pennsylvania Wilds: Images from the Allegheny National Forest, released in March 2006, includes an illustrated history, essays about people who live and work in the forest region today, and nearly 100 pages of fine-art photography of the forest's natural beauty. The accompanying Forest Companion CD offers a tour of the biology, geology and history of the forest as well as 50 of the area's must-see attractions.

Forest Press, a non-profit multimedia organization based in Bradford, Pa., was founded in 2005 by the Allegheny National Forest Vacation Bureau to celebrate and promote authentic American experiences in places like the Allegheny National Forest. Organizers hope that by capturing the spirit of this hidden corner of the world in photos and stories, they will paint a picture in the minds of readers who'll want to visit. The book with CD, and a selection of fine art photography of the Allegheny National Forest are available at www.theforestpress.com.

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