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FOR IMMEDIATE RELEASE

Sue Crolick to Receive Top Honors From Advertising Federation of Minnesota

MINNEAPOLIS (Jan. 14, 2004) — **Sue Crolick, one of the first female art directors in the Twin Cities advertising industry, is receiving the lifetime achievement award from the Advertising Federation of Minnesota.** The Silver Medal Award was established in 1959 to recognize men and women who have made outstanding contributions to advertising and who have been active in furthering the industry's standards, creative excellence and responsibility in areas of social concern. The award is being presented to Crolick on Saturday, March 13, 2004, at the Metropolitan Ballroom.

Crolick began her advertising career in 1963 at Carmichael Lynch, doing everything from ad concepts and layouts to cleaning the toilets. She went on to become the first female art director at two of Minnesota's largest ad agencies, Knox Reeves and Campbell Mithun. In 1972, she joined Martin Williams, and then opened her own advertising and design firm in 1981. Crolick won the top awards in her field, including Golds from the One Show and New York Art Directors Club, plus two Best-of-Shows from the Show, Minnesota. Her firm was also profiled in the industry's leading publications.

After 30 years in advertising, Crolick left the industry to found the nonprofit organization Creatives for Causes. Its program, Art Buddies, pairs creative professionals – including art directors, designers, illustrators, photographers and architects – with children from low-income families. Art Buddies helps the kids experience the joys of creativity while they build dreams and confidence. Since it began in 1994, Creatives for Causes has paired over a thousand kids, one-on-one, with over a thousand creative people.

In addition to receiving the Silver Medal award, Crolick is celebrating the ten-year anniversary of Creatives for Causes, and money will be raised to help Crolick continue her great work. A portion of the proceeds at the March 13 event will benefit her nonprofit.

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"For 30 years, I've worked with creative people in advertising. They can be wildly inventive, with great energy and humor. And, they may not want you to know it, but a lot of them also have big hearts. It's a joy to watch them share their gifts with kids who don't have a lot. I've seen them help

kids create things they never dreamed possible, and give kids a huge boost in confidence," said Crolick.

In winning the Silver Medal Award, Crolick joins the ranks of such past winners as Ron Anderson (1985), Tom McElligott (1986), John Pellegrine (1987), Lee Lynch (1988), Pat Fallon (1992), Steve Bergerson (1996) and Charlie Hoag (2001). The event is expected to attract a number of Minnesota's most respected advertising and design professionals to celebrate Crolick's many accomplishments. The event will also feature a "roast" video with stories about Crolick by some of the best entertainers in the business, including Pat Fallon, Lee Lynch and Tom McElligott. There will also be a short film about Art Buddies, produced by Wilson Griak and Spotnik, in addition to live speakers.

Crolick currently resides in Hopkins, Minn. She was born in New Jersey and graduated magna cum laude in 1963 from Syracuse University, New York. Her daughter Jessica and many of Sue's friends and family are planning to attend the March 13 event.

The American Advertising Federation (AAF) is a national organization empowered by 50,000 professionals in 220 professional advertising clubs, 220 college chapters and 110 corporations. The AAF works to advance the broad interest of the advertising industry.

For more information about Creatives for Causes and the Art Buddies program, please contact Stephanie at artbuddies@comcast.net.