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ATLANTA MARKETING ASSOCIATION NOW ACCEPTING STAND-OUT ENTRIES FOR 2010 ATLANTA MARKETER OF THE YEAR AWARDS

Arthur Blank to be honored as 2010 Lifetime Achievement Award Recipient

ATLANTA (Dec. 9, 2009) – The Atlanta Chapter of the American Marketing Association (AMA) now is accepting nominations for the 2010 Atlanta Marketer of the Year (AMY) Awards. The AMY Awards, which recognize individuals and companies that have stood out on the Atlanta marketing scene in 2009, will be presented on Thursday, March 11, 2010 at The Fabulous Fox Theatre.

The AMY Awards honor programs and campaigns with innovative strategies, unforgettable creative and outstanding results in 10 different marketing categories. AMA Atlanta also presents annual AMY Awards to an outstanding agency and an outstanding corporate individual.

AMY Awards categories, submission requirements and entry information are available at www.amyawardsatl.com. The deadline for entries is January 20, 2010.

In addition to presenting AMY Awards at the March 11 ceremony, AMA Atlanta will also officially recognize renowned marketer and philanthropist Arthur M. Blank, co-founder of Home Depot and owner of the Atlanta Falcons, as the 2010 Lifetime Achievement Award recipient. Blank will candidly discuss the path that led to his marketing success in a conversation moderated by Robert E. (Bob) Hope, author and accomplished public relations practitioner, live at the 2010 AMY Awards gala.

Notable among Mr. Blank's recent marketing accomplishments, during his first year as the owner of the Atlanta Falcons in 2002, the club generated a 100 percent increase in season ticket sales – the highest single-year increase in season ticket sales in NFL history. "Mr. Blank is a role-model for our industry and the perfect example of a 'stand-out marketer' who truly drives results," said Heather Varian Foster, president of AMA Atlanta.

"We look forward to hearing more about Mr. Blank's marketing journey and honoring additional Atlanta marketers at the 2010 AMY Awards," said Foster.

About the Atlanta Chapter of the American Marketing Association

As part of AMA, the largest marketing association in North America with nearly 40,000 professional marketers in 600 chapters, AMA Atlanta is the country's fourth largest chapter with about 1,000 members. The Atlanta chapter is designed to provide the city's diverse marketing professionals with a network of contacts and resources, continuing education and professional advancement opportunities. Programming is divided into monthly signature luncheons, special interest group meetings, networking mixers and the annual collegiate conference and AMY Awards, during which the Atlanta Marketer of the Year will be announced. To learn more, visit www.ama-atlanta.com.

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