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AMA-ATLANTA ANNOUNCES 2008 AMY AWARDS GALA

Atlanta marketers who've made their mark to be honored March 27

ATLANTA (January 25, 2008) – The Atlanta Chapter of the American Marketing Association today announced the date and location of its 2008 Atlanta Marketer of the Year (AMY) Awards. The 2008 AMY Awards gala will be held on Thursday, March 27, 2008 from 5:30 p.m. to 9:45 p.m. in the Egyptian Ballroom at the Fox Theatre.

The AMY Awards not only celebrates results-driven marketing programs, but also honors leaders who drive and inspire their teams to excellence and achievement. During the evening, 30 awards will be presented across 10 different group categories representing an array of marketing disciplines -- from branding to search marketing, social media to advertising. Additionally, two individuals will be honored for their leadership and achievement in 2007 with the Agency and Corporate Marketers of the Year awards.

“Marketing, like water, is an essential element. Just as water can be a force powerful enough to cut through solid rock over time, effective marketing can be vital to forging a company’s path to success,” said Jacqui Chew, co-chair of the 2008 AMY Awards. “Marketers who’ve made their mark have used multiple marketing vehicles to raise awareness, generate interest and action and, ultimately, push their clients ahead of their competitors in a very crowded marketplace.”

The Call for Entries period for the 2008 AMY Awards is currently underway. The regular deadline to submit entries is February 1, with an available late entries deadline of February 15. Additionally, tables and tickets for the awards ceremony will be available January 30, 2008. For more information about the AMY Awards competition, event tickets, submission guidelines and registration forms, interested parties can visit the AMY Awards Web site at www.amyawardsatl.com.

About the Atlanta Chapter of the American Marketing Association

As part of an international organization, which consists of 45,000 professional marketers in more than 100 countries, AMA Atlanta is the country’s fourth largest chapter with almost 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 AMY awards, during which the Atlanta Marketer of the Year will be announced. And a new mentorship program will be launched this fall – which will add to the value that is provided to members. Atlanta was named "Best in Class Chapter" for its size category and received Special Merit Awards for strong performance in the following areas: finance, member recruitment, collegiate activities. To learn more, visit www.ama-atlanta.com.

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