



LP&M WINS NAMA NATIONAL AWARDS

Syracuse, NY (April 2007) – Latorra, Paul & McCann Advertising (LP&M) won first place for its public relations campaign at the National Agri-Marketing Awards show in Dallas, TX, on April 11, 2007. The campaign was created for National Pet Wellness, an educational initiative sponsored by the American Veterinary Medical Association and Fort Dodge Animal Health.

The “Zoonotic Diseases: The Shared Threat” campaign incorporated consumer brochures, posters and public service announcements to educate U.S. pet owners about disease risks to their pets and their families, and how to prevent them. Runners-up included campaigns by Wyeth Animal Health (Canada), Bayer Health Care, Merial and Sergeant’s Pet Care Products.

LP&M also received a Merit award for its “Equine Emergency” advertising campaign for the American Association of Equine Practitioners and Fort Dodge Animal Health.

LP&M is a full-service advertising and strategic marketing communications firm serving a variety of local, regional, national and international clients. A member of the American Association of Advertising Agencies, LP&M is headquartered on the tenth floor of the historic University Building in downtown Syracuse, NY.

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