



## **LP&M WINS NAMA REGIONAL AWARDS**

**Syracuse, NY (February 2008)** – Latorra, Paul & McCann Advertising (LP&M) received seven awards at the National Agri-Marketing Association (NAMA) Eastern regional competition. The NAMA awards competition honors excellence in communications for the agricultural and animal health industries. LP&M received awards in six categories. All regional winners are eligible to advance to the national competition in Kansas City, MO, in April.

LP&M received first place awards for the following client campaigns and creative work:

- American Veterinary Medical Association – “Being A Pet Is Risky Business” Public Relations Campaign
- Fort Dodge Animal Health and American Veterinary Medical Association – National Pet Wellness Consumer Web Site
- Fort Dodge Animal Health – CaliciVax Trade Ad
- New York State Fair – Advertising Campaign

LP&M received merit awards for the following client campaigns and creative work:

- American Dairy Association – Hispanic Heritage Month Promotion with New York Mets
- Fort Dodge Animal Health – “Wildly Different” Leptospirosis Trade Ad
- Lely USA – E-newsletters

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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