



LP&M WINS RX CLUB AWARDS

Syracuse, NY (April 2008) – Latorra, Paul & McCann Advertising (LP&M) received four Awards of Excellence in the Rx Club Awards, recognizing creative work for the American Veterinary Medical Association (AVMA) and Fort Dodge Animal Health.

The marketing communications honored were:

- Fort Dodge Animal Health's antibiotic, cephalixin "Smiling Cows" ad, informing U.S. dairy producers about the effective treatment of bovine mastitis with ToDAY®/ToMORROW® products.
- Three works from the AVMA and Fort Dodge Animal Health's National Pet Wellness "Being A Pet Is Risky Business" campaign:
 - TV and radio public service announcements informing pet owners that disease risks, which all pets face, can be significantly reduced through individual pet risk assessment and twice-a-year wellness exams from a veterinarian.
 - The art illustrations of the "risky" cat and dogs, which humorously depict pets in atypical risky situations – a cat scuba diving, a dog skateboarding and another dog surfing.
 - A veterinary clinic direct mail postcard featuring the "risky" cat and dogs and alerting veterinarians and staff to look for their National Pet Wellness In-Clinic Education Kit to arrive in the mail.

Based in New York City, the Rx Club Awards honors excellence in human and animal healthcare-related advertising and promotion. Entries are judged solely on creative excellence.

LP&M is a full-service advertising and public relations agency serving clients on a local, regional, national and international basis. A member of the American Association of Advertising Agencies, LP&M provides marketing solutions to clients in the agriculture, consumer, animal health, business-to-business, finance, insurance, manufacturing and travel and tourism industries. The agency is headquartered in downtown Syracuse.

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