



## LP&M WINS NAMA REGIONAL AWARDS

**Syracuse, NY (January 2010)** – Latorra, Paul & McCann Advertising (LP&M) received four first place and four merit 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 seven 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 Quarter Horse Association and Fort Dodge Animal Health – “Keeping Horses Healthy” Television and Radio Public Service Announcements
- Fort Dodge Animal Health – “The Mosquito Shot” Campaign (two categories)
- Fort Dodge Animal Health – “Worm Smart” Veterinary Detailer

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

- American Dairy Association – “Eat Breakfast, Change Your Life” Campaign
- American Veterinary Medical Association, Fort Dodge Animal Health and VPI® Pet Insurance – “National Pet Wellness Month” Campaign
- Fort Dodge Animal Health – “The Mosquito Shot” Campaign
- Lely USA – “Robotic Milker” Campaign

Latorra, Paul & McCann Advertising 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 agriculture, animal health, B2B/B2C, food and beverage, financial services, higher education, not-for-profit and travel/tourism industries. The agency is headquartered in downtown Syracuse.

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