

For immediate release: July, 2009
Contact: Kim Landry 866-520-0115 ext. 101

Hollister Creative Wins APEX Award for Eastern Technology Council Publication Design and Content

Hollister Creative, a Philadelphia-area creative services firm, was honored in the 21st annual APEX awards for the design and content of Technology Times, a custom publication Hollister produces on behalf of the Eastern Technology Council.

The Award of Excellence in the "Magapapers & Newspapers – Print" category recognized the April 2008 issue for "excellence in graphic design, editorial content and the ability to achieve overall communications excellence."

For 10 years, Hollister Creative has been providing editorial content development and graphic design services for Technology Times, a bimonthly newspaper tailored to the interests of executives at Council-member technology and life sciences companies.

HollisterCreative.com

Over this decade-long partnership, Technology Times has grown and changed to suit the needs of its readership. The newspaper underwent its most dramatic change in March 2009, when Hollister Creative and the Technology Council reimagined and rebooted Technology Times as a purely digital publication. The new electronic version is being distributed more widely, is more eco-friendly, and is easier to use and share. In addition, advertisers like the functionality that allows readers to click through to their online offer or website.

Hollister Creative looks forward to submitting the digital Technology Times for a 2010 APEX Award in the "Magazines & Journals – Web & Electronic" category.

About The Eastern Technology Council

The Eastern Technology Council serves leaders of technology and life sciences companies by providing valuable contacts and capital, information and education, through a wide variety of events, publications and innovative services. The Council provides a business culture that embraces start-ups and established companies by promoting, supporting, growing, funding and rewarding entrepreneurial activities in the Greater Philadelphia region. For more information, please visit www.easterntechnologycouncil.org.

About Hollister Creative

Hollister Creative (Wynnewood, Pa.) is a consistent national award winner for graphic design and copywriting. With a full range of creative services for all types of print and interactive projects, the Philadelphia area firm is a top resource for Directors of Marketing, Communications, Development and Education. For more information, please visit www.hollistercreative.com.