

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

Hollister Creative Wins American Graphic Design Award for CLSI Global Health Partnerships Marketing Collateral

Hollister Creative, a Philadelphia area creative services firm, is a winner in the 2009 American Graphic Design Awards competition. Hollister received the Award Certificate of Excellence for marketing collateral created for Clinical and Laboratory Standards Institute to promote its Global Health Partnerships.

The entry, "Leading the Way to Laboratory Excellence," included a quick-overview booklet and a folder with three brochure-style inserts, all designed by Senior Designer Renée Guie.

The American Graphic Design Awards competition honors outstanding new work in print and collateral, advertising and sales promotion, packaging and point-of-purchase, Internet and interactive design, broadcast and motion graphics, corporate identity and logos. The competition is presented by Graphic Design USA magazine and open to ad agencies, graphic design firms, and in-house creative departments at corporations and institutions.

HollisterCreative.com

The 2009 competition received more than 8,000 entries. Of these, only 15% were recognized with an Awards Certificate of Excellence.

CLSI, based in Wayne, Pa., is a nonprofit organization best known for its work developing standards and guidelines for clinical and laboratory testing and promoting their use throughout the world. As part of the international effort to stop the spread of HIV/AIDS, tuberculosis and malaria, CLSI's Global Health Partnerships are improving the ability of laboratories to conduct accurate, timely medical tests that lead to faster diagnosis and treatment of these diseases.

All components of the marketing collateral can be viewed and downloaded at www.clsi.org by choosing News & Events then Global Health Partnerships.

In previous years, Hollister Creative has won American Graphic Design Awards for projects commissioned by the University of Pennsylvania's Wharton School MBA Program in Health Care Management, the Ford Motor Company Fund and Detroit Newspapers in Education, The Metanexus Institute and Imtek Direct Marketing.

About Hollister Creative

Hollister Creative is a consistent national award winner providing professional design and writing services for print and web projects that serve marketing and communications goals. Clients include corporations, nonprofits, foundations, associations, cultural institutions, schools and social service organizations, primarily in the Philadelphia area. For more information, visit www.hollistercreative.com.