

For immediate release: November 2009
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Hollister Creative Wins 2009 International Davey Award for Innovative Schools Marketing Collateral

Hollister Creative, the Philadelphia area graphic design firm, has won a 2009 International Davey Award for marketing collateral design. The winning entry in the Sales Kit/Folder category was created for Innovative Schools, nonprofit organization that promotes outstanding student achievement in Delaware by supporting the development of excellent schools.

The sales kit, created by Senior Designer Renée Guie, won a Silver Award in the annual competition honoring the finest creative work from the best small companies worldwide. The Davey Awards attracts 4,000 entries from ad agencies, interactive agencies, production firms, in-house creative professionals, graphic design firms and public relations firms.

Other marketing communications projects Hollister Creative has completed for Innovative Schools include design of a brochure introducing its New School Development Program and redesign of the Innovative Schools website (www.innovativeschools.org).

Hollister Creative also partners with Innovative Schools to provide marketing support for start-up charter schools and for existing schools that are investing in quality improvements. These projects include the development of market positioning statements, logos, stationery, brochures, websites and email newsletters.

About Hollister Creative

Hollister Creative is a consistent national award winner for design and writing of 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. To learn more, visit www.hollistercreative.com.

About Innovative Schools

Innovative Schools serves as a resource center for existing public schools, and provides comprehensive support for community groups who are serious about starting up a high-quality charter school. Its academic and administrative support programs include board training, professional development, marketing, back office services, and more.

About the Davey Awards

The Davey Awards is named for the Biblical hero who defeated the mighty Goliath with a big idea and a little rock. The awards honor the achievements of the "Creative Davids" whose strength comes from ideas, intelligence and out-of-the-box thinking, not a giant bankroll. The competition is judged by the International Academy of the Visual Arts.