



## **CITY CENTER LEHIGH VALLEY CREATIVE TEAM WINS SEVERAL GOLD ADDY AWARDS INCLUDING BEST OF SHOW**

### **Greater Lehigh Valley Chapter of American Advertising Federation Recognizes Work for CENTRO, The Dime and Allentown Cocktail Week**

**Allentown, PA, March 7, 2016** – City Center Lehigh Valley, a major mixed-use development in downtown Allentown, announced today that its creative team won several ADDY awards for creative achievement from the Greater Lehigh Valley Chapter of the American Advertising Federation on March 5, including this year’s top award for CENTRO’s Cross-Platform Integrated Brand Identity Campaign. City Center’s creative team is led by Jane Heft, vice president and director of project design and corporate branding.

The ADDYs, as known as the American Advertising Awards, are the nation’s largest and most competitive ad creative contest. Two hundred local competitions are held annually followed by district and national contests. Local gold winners move on to the district competitions, whose gold winners advance to the national ADDYs.

City Center’s 2016 ADDYs include:

- Best in Show, Judges’ Choice and Gold: Cross-Platform Integrated Brand Identity Campaign for CENTRO; Creative Director Jane Heft, Art Director Dave Meyers, Designer Andrew Robertson
- Gold: Logo Design for CENTRO; Designer Dave Meyers and Creative Director Jane Heft
- Gold: Interior Single for The Dime Sign; Designers Jane Heft and Dave Meyers and Fabricator Kevin Wenck
- Silver: Integrated Branding Campaign for Allentown Cocktail Week; Designers Dave Meyers and Andrew Robertson

City Center Designer Andrew Robertson, a recent graduate of Northampton Community College, also won a gold in the student category for the website for Northampton Community College.

“City Center’s creative team is best-in-class, and they add tremendous value daily to our development’s many businesses and events,” said J.B. Reilly, president and cofounder of City Center. “We’re proud that their achievements have been recognized with ADDY awards.”



**About City Center Lehigh Valley:**

City Center Lehigh Valley is a major mixed-use development that is helping transform downtown Allentown, Pennsylvania, into one of America's most vibrant urban communities and a regional center of excellence for business, culture and metropolitan living. With Allentown's new arena, PPL Center, at its core, City Center includes three Class A office towers, the Renaissance Allentown Hotel, Strata Luxury Flats and The Shops at City Center as well as upscale restaurant space, loft-style office space and a coworking space called Velocity. City Center's total investment in downtown Allentown is \$400 million, with additional development of office, residential and retail space planned.

**Media Contact:**

Jeff Vaughan, Vaughan Communications Group, [jv@voncom.com](mailto:jv@voncom.com), 610-533-4264