

<b>Award</b>	<b>Title</b>	<b>Entrant</b>	<b>Advertiser</b>
<b>Sales Promotion &gt; 001 - Product or Service Sales Promotion &gt; 001B - Sales Kit or Product Information Sheets</b>			
Silver ADDY Award	"Choose Your Intention" 2020 Gift	City Paper Company	City Paper Company
<b>Sales Promotion &gt; 002 - Packaging &gt; 002B - Packaging Campaign</b>			
Silver ADDY Award	Two Trumps and a Lie Package	Telegraph Creative	Trump Cards
<b>Collateral Material &gt; 005 - Printed Annual Report</b>			
Silver ADDY Award	MPT Annual Report	Luckie & Co.	Medical Properties Trust
<b>Collateral Material &gt; 009 - Special Event Material &gt; 009A - Card, Invitation, Announcement - Single Unit</b>			
Gold ADDY Award	CCG Holiday Card	Cummings Creative group	Cummings Creative Group
Gold ADDY Award	Ed Farm Invitation	Big Communications	Tech Birmingham
Silver ADDY Award	AHA Heart Ball Invitation	Big Communications	The American Heart Association
<b>Direct Marketing &gt; 011 - Specialty Advertising &gt; 011C - Specialty Advertising Campaign</b>			
Silver ADDY Award	Campesino Drink in the Wild Merch	Telegraph Creative	Campesino Rum
<b>Advertising Industry Self-Promotion (Sales &amp; Marketing) &gt; Collateral &gt; 014 - Special Event Materials (printed or digital)</b>			
Gold ADDY	Cayenne Creative Holiday	Cayenne Creative	Cayenne Creative

Award Card

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**Magazine Advertising > 015 - Magazine Advertising > 015C - Magazine Advertising Campaign**

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Silver ADDY Award	UVA Health Made for this Moment	Lewis Communications	UVA Health
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Silver ADDY Award	75 Years of Motion	Cummings Creative group	Motion
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**Out-of-Home > 023 - Poster > 023B - Poster - Campaign**

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Gold ADDY Award	Ed Farm Posters	Big Communications	Tech Birmingham
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Silver ADDY Award	Birmingham Promise Posters	Big Communications	Birmingham Promise
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**Out-of-Home > 026 - Site > 026A - Interior or Exterior – Single**

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Gold ADDY Award	Legacy of Hope Donor Campaign	Cayenne Creative	Legacy of Hope
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**Out-of-Home > 027 - Out-Of-Home Campaign**

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Silver ADDY Award	Alabama Power CCI Annual Report	Cayenne Creative	Alabama Power CCI
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**Websites > 031 - Websites > 031A - Consumer**

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Gold ADDY Award	Ed Farm Website	Big Communications	Tech Birmingham
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Silver ADDY Award	ElàMar Skin	Cayenne Creative	ElàMar Skin
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Silver ADDY Award	Born Ready Pledge Campaign Website	Telegraph Creative	Alabama Department of Early Childhood Education
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Silver	DoorDash Impact	Big	DoorDash
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ADDY  
Award

Communications

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**Websites > 031 - Websites > 031B - B-to-B**

Silver  
ADDY  
Award

Matheny Goldmon

Bell Media

Matheny Goldmon

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**Social Media > 032 - Social Media > 032A - Single Execution**

Gold ADDY  
Award

Tiffin Memorial Day Social  
Post

Lewis  
Communications

Tiffin Motorhomes

Silver  
ADDY  
Award

Adidas UltraBoost 20  
"Oreo"

Alexander  
Advertising

Hibbett Sports

Silver  
ADDY  
Award

Queen of Prefab

Construction  
Channel

Autodesk, Inc.

Silver  
ADDY  
Award

Tiffin Jingle Bells Social  
Post

Lewis  
Communications

Tiffin Motorhomes

Silver  
ADDY  
Award

Tiffin How To Social Post

Lewis  
Communications

Tiffin Motorhomes

Silver  
ADDY  
Award

Tiffin May 4th Social Post

Lewis  
Communications

Tiffin Motorhomes

Silver  
ADDY  
Award

Saint Alphonsus "You"  
Social Post

Lewis  
Communications

Saint Alphonsus

Silver  
ADDY  
Award

Moore's Perk Up Your  
Plate Video

Big  
Communications

Moore's Marinades & Sauces

Silver  
ADDY  
Award

Valvoline OMO Paint  
Scheme Reveal

Big  
Communications

Valvoline Inc.

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**Social Media > 032 - Social Media > 032B - Social Media Campaign**

Gold ADDY Award	Melinda's Hot Sauce	Luckie & Co.	Melinda's
Gold ADDY Award	Campesino Winter Drink Campaign	Telegraph Creative	Campesino Rum
Silver ADDY Award	Moore's Perk Up Your Plate Series	Big Communications	Moore's Marinades & Sauces
Silver ADDY Award	Birmingham CVB Social Campaign	Cayenne Creative	Birmingham CVB
Silver ADDY Award	Campesino Drink in the Wild Social	Telegraph Creative	Campesino Rum

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**Branded Content & Entertainment > 039 - Branded Content & Entertainment for Online/Interactive**

Gold ADDY Award	Radio Recliner	Luckie & Co.	Bridge Senior Living
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**Audio/Radio Self-Promotion > 043 - Audio/Radio Self-Promotion > 043B - Campaign**

Silver ADDY Award	Y'know What I Was Wondering	Boutwell Studios	Birmingham Mountain Radio
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**Television Advertising > 044 - Television Advertising – Local (One DMA) > 044B - Single Spot :30 seconds**

Gold ADDY Award	UAB Basketball-New Coach Homecoming	Burton Advertising	UAB Athletics
Gold ADDY Award	UAB Football 2021 Preview - Commit	Burton Advertising	UAB Athletics
Silver ADDY Award	Legion "Stay Strong"	Big Communications	Birmingham Legion FC
Silver ADDY Award	UAB Football 2021 - Win As One	Burton Advertising	UAB Athletics

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**Television Advertising > 044 - Television Advertising – Local (One DMA) > 044C - Single Spot :60**

seconds or more

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Gold ADDY Award	UAB Football 2020 - Win As One	Burton Advertising	UAB Athletics
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**Television Advertising > 044 - Television Advertising – Local (One DMA) > 044D - Television-Local Campaign**

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Silver ADDY Award	UAB Football 2020 - Win As One	Burton Advertising	UAB Athletics
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**Television Advertising > 045 - Television Advertising – Regional/National > 045A - Single Spot – Up to 2:00**

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Gold ADDY Award	When the Time is Right	Intermark Group	Alabama Tourism Department
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Gold ADDY Award	Stony Brook Medicine - Systems	Lewis Communications	Stony Brook Medicine
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Gold ADDY Award	Daytona 500 - Super Bowl Ad	Big Communications	FOX Sports Marketing
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Silver ADDY Award	Take It All in Responsibly	Intermark Group	Alabama Tourism Department
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Silver ADDY Award	MediGold "I Want To" TV Spot	Lewis Communications	MediGold
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Silver ADDY Award	Saint Alphonsus Trauma TV Spot	Lewis Communications	Saint Alphonsus
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Silver ADDY Award	Regions "Keep Up The Good Work"	Luckie & Co.	Regions
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Silver ADDY Award	Alabama Teacher Appreciation Video	Big Communications	Alabama State Department of Education
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**Online Film, Video, & Sound > 048 - Internet Commercial > 048A - Single Spot – Any Length**

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Gold ADDY Award	UAB Basketball-New	Burton Advertising	UAB Athletics
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Award	Coach Homecoming		
Silver ADDY Award	Take It All in Responsibly	Intermark Group	Alabama Tourism Department

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Silver ADDY Award	Birmingham Airport "Lets Go"	Big Communications	Birmingham Airport Authority
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**Online Film, Video, & Sound > 048 - Internet Commercial > 048B - Internet Commercial Campaign**

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Silver ADDY Award	UAB Basketball Video Campaign	Burton Advertising	UAB Athletics
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Silver ADDY Award	Publix Christmas Food Art Timelapse	Eleven Productions	Publix Super Markets
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Silver ADDY Award	Publix Seafood Stop Motion	Eleven Productions	Publix Super Markets
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**Online Film, Video, & Sound > 050 - Webisode > 050A - Single Webisode**

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Gold ADDY Award	Sit In - Art Direction and Art	Hey Buddy Creative Collective	The Alliance Theater
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**Branded Content & Entertainment > 051 - Branded Content & Entertainment For Online Film, Video & Sound > 051A - Single entry :60 seconds or less**

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Gold ADDY Award	UAB Football - Wear Your Mask	Burton Advertising	UAB Athletics
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**Branded Content & Entertainment > 051 - Branded Content & Entertainment For Online Film, Video & Sound > 051B - Single entry – more than :60 seconds**

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Silver ADDY Award	UAB - We've Come Back Before	Burton Advertising	UAB Athletics
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**Branded Content & Entertainment > 054 - Branded Content & Entertainment Campaign**

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Silver ADDY Award	I Can't Believe It's Not Butter!	Eleven Productions	I Can't Believe It's Not Butter!
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Award

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**Integrated Campaigns > 060 - Integrated Advertising Campaigns > 060C - Consumer Campaign-Local**

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Silver ADDY Award	Legacy of Hope Donor Campaign	Cayenne Creative	Legacy of Hope
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**Integrated Campaigns > 060 - Integrated Advertising Campaigns > 060D - Consumer Campaign-Regional/National**

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Silver ADDY Award	Tiffin Integrated Campaign	Lewis Communications	Tiffin Motorhomes
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**Integrated Campaigns > 062 - Integrated Branded Content Campaign – Local or Regional/National**

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Silver ADDY Award	Born Ready Take the Pledge Campaign	Telegraph Creative	Alabama Department of Early Childhood Education
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**Corporate Social Responsibility > Corporate Social Responsibility Campaigns > 064 - Integrated Media Corporate Social Responsibility Campaign**

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Gold ADDY Award	Alabama Power CCI Annual Report	Cayenne Creative	Alabama Power CCI
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**Copywriting > 068 - Copywriting**

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Gold ADDY Award	UAB Basketball-New Coach Homecoming	Burton Advertising	UAB Athletics
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Gold ADDY Award	UAB Football 2020 - Win As One	Burton Advertising	UAB Athletics
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**Visual > 069 - Logo Design**

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Gold ADDY Award	Ed Farm Logo Design	Big Communications	Tech Birmingham
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**Visual > 071 - Illustration > 071A - Illustration - Single**

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Silver ADDY	City Paper Promo Magic Gable Box	City Paper Company	City Paper Company
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Award

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**Visual > 071 - Illustration > 071B - Illustration - Series**

Silver  
ADDY  
Award

Tiffin Social Media  
Illustrations

Lewis  
Communications

Tiffin Motorhomes

Silver  
ADDY  
Award

AL Power Foundation  
Annual Report

Cayenne Creative

Alabama Power Foundation

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**Visual > 072 - Still Photography > 072B - Color, Single**

Gold ADDY  
Award

Black Lives Matter  
Photography

Telegraph Creative

Low Light Productions

Silver  
ADDY  
Award

UAB Football  
Photography

Burton Advertising

UAB Athletics

Silver  
ADDY  
Award

UAB Football  
Photography

Burton Advertising

UAB Athletics

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**Visual > 072 - Still Photography > 072C - Digitally Enhanced, Single**

Silver  
ADDY  
Award

Tiffin Motorhomes Stars  
Image

Lewis  
Communications

Tiffin Motorhomes

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**Visual > 072 - Still Photography > 072D - Black & White/Color/ Digitally Enhanced—Campaign**

Gold ADDY  
Award

Bourbon Plus Magazine

Stephen DeVries  
Photography

Bourbon Plus Magazine

Gold ADDY  
Award

Birmingham Promise  
Photography

Big  
Communications

Birmingham Promise

Silver  
ADDY  
Award

Campesino Winter  
Cocktail Campaign

Telegraph Creative

Campesino Rum

Silver  
ADDY  
Award

Good Juice Campaign  
Photography

Telegraph Creative

Good Juice



Silver ADDY Award	UAB Alumni - From Here On IN	Burton Advertising	UAB National Alumni Society
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**Visual > 073 - Art Direction > 073A - Art Direction—Single**

Silver ADDY Award	YellaWood 50th - Optimist Creed	Telegraph Creative	YellaWood Pressure Treated Pine
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**Visual > 073 - Art Direction > 073B - Art Direction—Campaign**

Silver ADDY Award	Ed Farm Art Direction	Big Communications	Tech Birmingham
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**Film & Video > 074 - Cinematography > 074A - Cinematography—Single**

Silver ADDY Award	Tiffin Jingle Bells Social Post	Lewis Communications	Tiffin Motorhomes
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Silver ADDY Award	YellaWood 50th - Build for Tomorrow	Telegraph Creative	YellaWood Pressure Treated Pine
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Silver ADDY Award	UAB Football 2020 - Win As One	Burton Advertising	UAB Athletics
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Silver ADDY Award	We Are Magic COVID Relief Campaign	Telegraph Creative	Community Foundation of Greater Birmingham
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**Film & Video > 075 - Animation, Special Effects or Motion Graphics/CGI > 075A - Animation, Special Effects or Motion Graphics**

Silver ADDY Award	YellaWood 50th - Yella Fella Ballad	Telegraph Creative	YellaWood Pressure Treated Pine
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Silver ADDY Award	Sidewalk Drive-In Video	Big Communications	Sidewalk Film Festival
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Silver ADDY	Thank You, Alabama Heroes	Red Clay Media	Blue Cross Blue Shield of Alabama
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Award

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**Film & Video > 075 - Animation, Special Effects or Motion Graphics/CGI > 075B - Computer Generated Imagery (CGI)**

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Silver ADDY Award	Tiffin Jingle Bells Social Post	Lewis Communications	Tiffin Motorhomes
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**Film & Video > 076 - Video Editing**

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Silver ADDY Award	OWA Theme Park Hype Video	Telegraph Creative	OWA Entertainment Destination
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**Sound > 077 - Music > 077A - Music Without Lyrics—Single**

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Silver ADDY Award	Sidewalk Drive-In Video	Big Communications	Sidewalk Film Festival
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**Sound > 079 - Sound Design > 079A - Sound Design—Single**

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Silver ADDY Award	We Are Magic COVID Relief Campaign	Telegraph Creative	Community Foundation of Greater Birmingham
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**Digital Creative Technology > 083 - Augmented Reality**

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Gold ADDY Award	Ed Farm Invitation	Big Communications	Tech Birmingham
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**Sales & Marketing > 088 - Corporate Social Responsibility Collateral > 088B - Annual Report (printed or digital)**

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Silver ADDY Award	Alabama Power CCI Annual Report	Cayenne Creative	Alabama Power CCI
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Silver ADDY Award	AL Power Foundation Annual Report	Cayenne Creative	Alabama Power Foundation
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**Sales & Marketing > 091 - Pro Bono Marketing & Specialty Advertising > 091B - Campaign**

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Silver ADDY Award	Girl Scouts "That Girl Is" Campaign	Lewis Communications	Girl Scouts
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**Online/Interactive > 099 - Pro Bono > 099B - Pro Bono Online/Interactive Campaign**

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Gold ADDY Award	United Ability - Where Gifts Grow	Burton Advertising	United Ability
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**Film, Video & Sound > 105 - Pro Bono Television**

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Gold ADDY Award	Big12 SEC Challenge- Without Rivals	Burton Advertising	The Mike Slive Foundation for Prostate Cancer Research
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**Film, Video & Sound > 107 - Pro Bono Online Film, Video & Sound**

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Silver ADDY Award	LEWIS COVID-19 Mask PSA	Lewis Communications	Lewis Communication
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Silver ADDY Award	Earn This Online Video	Lewis Communications	Public Service
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Silver ADDY Award	Mike Slive Foundation - Stats	Burton Advertising	The Mike Slive Foundation for Prostate Cancer Research
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**Film, Video & Sound > 108 - Pro Bono Non-Broadcast Audio/Visual**

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Silver ADDY Award	Sidewalk Drive-In Video	Big Communications	Sidewalk Film Festival
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