







Breakfast at the ADDYs

EVENT COVERED BY CRYSTAL DAWN CARTER

Whether they came in their pajamas or the perfect little black dress, with pearls adorning their neck, everyone joined in celebrating the theme for "Breakfast at the ADDYs".

The event is the awards ceremony for the American Advertising Association of Southwest Virginia and was held at the K-VA-T corporate Center in Abingdon on Saturday, February 23, 2019.

Outside the entrance were Tiffany blue boxes to lead the way to the festivities. The hallway was adorned with the nominated work up for awards. From churches to eateries, and American Legends to favorite films, there was creativity with every presentation you could see.

The ballroom was set in perfect fashion, with high New York style.

A Tiffany ballooned city skyline in the background served as the backdrop for BloodyMary's and Mimosas waiting to be drank.

The sterling silver serving dishes held treats of bacon, sausage and more, before retreating to the corner to see an omelet made just the right way.

Then, on to the awards, the gold judge's award for integrated campaign went to the Abingdon Convention and Visitors Bureau for the Abingdon Thursday Jams 2018 campaign. Emory and Henry took home gold award for brochure, and for round file/local only gold award went to American Legends Pitch Packet from Corporate Image.

Best of Show was the Live Extra Be Extra campaign for Blacksburg Transit from 2Color Design.









