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**NEWS RELEASE**

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**Drury University Ad Team to compete in 36th annual advertising competition**

Springfield, MO –Fourteen Drury University students from the communication department have devised a plan to combat underage binge drinking and will be presenting their ideas in a national advertising competition hosted by the American Advertising Federation in Dubuque, Iowa on April 24, 2009.

The spring 2009 season will mark the AAF’s 36th annual competition, and Drury’s 11th year in participation. This year’s client is The Century Council, which is a not-for-profit organization aiming to reduce binge drinking around the nation’s college campuses.

The students have been working over the past year to design a research based, $10 million campaign for the organization and will be presenting their plans book in a regional competition before judges from both the AAF and the Century Council, alongside six other regional universities.

“This is the best teaching tool you can find for undergraduates looking to gain hands on experience with a company,” says Ron Schie, associate professor and advisor for the communication department and Ad Team.

Drury’s 2009 Ad Team consists of 14 students majoring in advertising, public relations, visual communication, and/or integrated media. The team members include: Mallorie Rodak, Casey Wormington, Amanda Bretz, Carley Williams, Sarah Carlstrom, Katie Thompson, Jessica Lacy, Sarah Quinn, David Ho, Dan Dahler, Amy Stockhausen, and Mark Kennedy.