

TRIAD Communications, Inc. Wins 12 SIAA Awards

Cuyahoga Falls, Ohio – TRIAD Communications, Inc. was once again honored at the Seventh Annual Service Industry Advertising Awards (SIAA), receiving a notable 12 awards in eight different categories.

TRIAD won two Gold awards – one for Tuesday Musical Association’s 2009-2010 Season Brochure *Simply Stunning*, and one for logo and letterhead design for Life Insurance Analytics – life insurance advisors based in West Palm Beach, Florida. TRIAD was also honored with Silver awards for Summa Foundation’s *Summa Magazine*, the Akron Symphony Orchestra 2009-2010 Season Brochure entitled *Part of Your Life*, and the sales kit for international roofing material company, SOPREMA.

In addition, TRIAD was presented with Bronze awards for The Akron Canton-Regional Foodbank’s 2008 annual report, BFG Federal Credit Union television commercial, and brochure design for FirstFamily Office-a practice area of FirstMerit bank. Merit awards were presented to TRIAD for the Akron Community Foundation annual report entitled *Helping Good People Do Great Things* and OMNOVA Foundation total ad campaign, *Symbols of Support*.

TRIAD’s interactive media team received honors for two Web sites: Cuyahoga Valley National Park Association Parkshares (Parkshares.org – Bronze award); and Rockport Square (Rockportsquare.com – Merit award.)

“In these tough economic times – when budgets are much tighter – it didn’t stop the creative and solution-oriented efforts of the TRIAD team,” said Rick Krochka, president of TRIAD Communications, Inc. “We’re honored to have those efforts recognized on a national level.”

The SIAA recognizes advertising excellence from service industry providers from across the country. A national panel of judges evaluated and rated entries in twelve groups and twenty-seven categories. The nearly 1,200 entries were reviewed for execution, style, creativity, quality, consumer appeal and overall breakthrough advertising content. TRIAD joins the ranks of nationally recognized SIAA winners such as Deutsch, Inc., the multi-billion dollar advertising company headed by Donny Deutsch of CNBC’s *The Big*

Idea With Donny Deutsch fame. TRIAD has won a total of 36 SIAA awards since its inception in 2003.

Established in 1994, TRIAD Communications specializes in marketing and design; placement of print and electronic media for industrial, corporate and business-to-business companies; corporate identity, packaging, website creation; and sales and marketing materials. TRIAD has won nearly 100 industry awards in advertising and marketing and employs a staff of 12.

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