

## ***SBK Pictures wins Gold at the Philadelphia ADDY Awards***

SBK Pictures collected first place, the Gold ADDY, in the category of Special Event Marketing Materials at the 2006 Philadelphia ADDY Awards.

The *Villanova Campaign-Wall Street Journal and Stock Certificate* were produced under the creative direction of Jeffrey Berry for Villanova University. SBK worked in partnership with Dan Marcolina on the design of the Villanova Journal that includes original articles and photographs pertaining to Villanova's Capital Campaign. The mock Stock Certificates and Journal were personalized with names, donation amounts and head shot drawings of Villanova committee members and donors produced by the actual artist that draws the famous headshots in the Wall Street Journal.

The twelve page paper and certificate were produced for a black-tie event at 55 Wall St. in New York city. SBK worked directly with Villanova as their creative partners for the entire evening, producing all audio and visual materials, including video(s), speeches, casting of emcees, etc. This is SBK's first submission and first win at the ADDY Awards for a print collateral piece.

SBK Pictures, based in Ardmore, PA, is a film, commercial and media production company. The company has enjoyed a longstanding leadership in the Philadelphia advertising and film communities. In addition, SBK produces linear and interactive corporate media. SBK is now operating in its 29<sup>th</sup> year and has recently produced projects for Wharton Executive Education, Pennsylvania Lottery, 3M, Kennedy Health Systems and the ACEER Foundation.

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