



June 15, 2012

**Contact:**

Bob Loeb, (585) 586-8840

Laurie Sagona, (585) 670-0347

**Webster-NY based Sundance Marketing wins awards from three associations for TV spots and on-line marketing**

*Receives honors from the Rochester Chapter of the American Marketing Association (RAMA), the Telly Awards, and the Communicator Awards of Excellence for TV spots and on-line marketing*

Sundance Marketing, LLC, a marketing and advertising firm in Webster, NY, received two 2011 Bronze Telly Awards for its "Football" TV commercial for Western New York Immediate Care and Rochester Immediate Care, airing in Buffalo and Rochester, respectively; the spot received awards in the categories of Use of Humor and Professional Services.

In addition, Sundance Marketing received the Rochester Chapter of the American Marketing Association's 2012 Online Marketer of the Year for its work for Helendale Dermatology & Medical Spa.

Finally, Sundance Marketing received a Communicator Awards of Excellence/2012 Silver Award for its 30-second TV spot "Think Skin" for Helendale Dermatology & Medical Spa.

"Rochester is blessed with world-class video, digital and creative talent, talent that area businesses large and small benefit from every day" says Laurie Sagona, president of Sundance Marketing. "We create big ideas using local talent to get better results for our clients."

This year's Telly Awards competition, its 33<sup>rd</sup>, received more than 11,000 entries from all 50 states and five continents. Since 1979, its mission has been to strengthen the visual arts community by inspiring, promoting and supporting creativity.

The Communicator Awards of Excellence is the leading international awards program recognizing big ideas in marketing and communications. Founded nearly two decades ago, The Communicator Awards receives over 6,000 entries from companies and agencies of all sizes, making it one of the largest awards of its kind in the world. The Communicator Awards is sanctioned and judged by the [International Academy of Visual Arts](#).

Founded in 1950, the Rochester New York Chapter of the American Marketing Association (RAMA) is one of the oldest chapters of the American Marketing Association.

###