

# Infinity Direct

CONTACT: Victoria Wise  
Infinity Direct  
763-559-1111, ext. 212

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## **Infinity Direct Wins Silver at 2009 DMA International ECHO Awards**

MINNEAPOLIS, (October 21, 2009) -- Minneapolis-based Infinity Direct, a full-service direct marketing agency, won a silver award at the 2009 Direct Marketing Association (DMA) International ECHO Awards for its “The Show - Call for Entries” campaign created for the Advertising Federation of Minnesota. Competing in the business-to-business and not-for-profit category, the campaign was judged against several global direct marketing campaigns.

Known as the Oscars of direct marketing, The DMA International ECHO Awards Competition honors the world's best direct marketing campaigns – campaigns that have raised the bar in terms of strategy, creativity and results. This year’s event was hosted by Jay Leno and was held at the Hilton Hotel in San Diego.

“We’ve been doing direct for a long time—way before it became cool, so we are very excited about having our work recognized, especially on the global stage. It’s also fun being part of the resurgence of the Twin Cities advertising and marketing scene. Having an open-minded client like the Advertising Federation of Minnesota allowed us to create something that completely resonated with the audience, which was other advertising and marketing agencies. I can’t think of a tougher audience to impress,” said Scott Kennedy, Infinity Creative Director.

### About Infinity Direct

Infinity Direct specializes in bridging the gap between traditional advertising and direct marketing, bringing creative and strategy together to provide clients with measurable results. Founded in 1991, the company employs 35 people and is located in Plymouth, Minn. The company can be found on the web at [www.infinitydirect.com](http://www.infinitydirect.com) or by calling 763-559-1111.