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Paragon Design Group wins ADDY Award for Best Website

Savannah Advertising Federation Awards Paragon with 11 wins, including Best Website of 2008

(Savannah, GA) February 20, 2009 – Paragon Design Group was recognized by the Savannah Chapter of the American Advertising Federation for their exceptional work in developing elements of advertisement at the 2008 ADDY Awards Dinner.

ADDY Awards represent the true spirit of creative excellence by recognizing all forms of advertising from media of all types, and is given by the Savannah Advertising Federation, an affiliate of the American Advertising Federation (AAF). As an organization, they promote the effectiveness in the use of advertising, to foster high standards of practice and to expand recognition of advertising.

Paragon took home three Silver ADDY Awards, five Gold, and three “Best of” Awards in the categories: Best Website, Best Animation & Special Effects, as well as a Mosaic Award, recognizing successful integrated multicultural marketing and diversity efforts.

The advertising pieces awarded Gold and “Best of” distinction include: the Paragon Design Group website, Holiday card, artist reel, plus the the “Feather in Our Cap” Thanksgiving Card designed for the Savannah Economic Development Authority. They all qualified to compete on the next level, the District ADDY Awards competition.

Being recognized by an esteemed organization like the American Advertising Federation is a great honor to the Savannah design boutique, and as they continue to grow due to their established reputation, this further validates their capabilities as a design firm. Paragon Design Group's ability to leverage a network of clients, simple yet purposeful design solutions, helping clients transition their marketing efforts to an environmentally sensitive paradigm, assures that they can contend with larger national design firms, nationally and internationally.

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About Paragon Design Group: Boasting a client list of companies locally (Paula Deen Enterprises), nationally (The Weather Channel) and internationally (Caribbean Broadcasting Corporation), Paragon is Savannah's only design house with the trifecta of design skill, specializing in graphic design, web design, as well as motion graphics. From 2007 through the summer of 2008, Paragon has won more than 25 additional ADDY awards, five Florida Print Awards, and has award winning projects published in American Corporate Identity's 2009 Annual, and Layers Magazine. The core team members have 36 years combined professional design and marketing experience under their belts and as individuals, have won two Telly Awards and a number of motion graphics awards including third place at The South East Digital Animation Festival and AIGA Best in Motion Graphics.