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JEFFERSON
NATIONAL PARKS
ASSOCIATION

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Arch Fund Ad Wins St. Louis ADDY Award

St. Louis, Missouri, April 11, 2005: Arch Fund's public service announcement television commercial won Best of Show and Best Broadcast at the ADDY competition hosted by the St. Louis Advertising Federation in February. Arch Fund is a program which supports the curriculum-based educational programs for over 100,000 students, sponsors special public events throughout the year, provides a professional library and comprehensive archives and also maintains the largest temporary exhibit program with the National Park Service – all at the Gateway Arch and Old Courthouse in St. Louis.

The award-winning commercial was produced completely in-house by Arnold Worldwide, a local advertising and marketing agency in St. Louis, Missouri. Arnold has been named one of the three most creative agencies in the world by Creativity Magazine.

Missouri state residents can show their support for Arch Fund with a \$25 donation for a personalized license plate with an image of the Arch which was also designed by Arnold Worldwide. For more information visit Archfund.org.

Jefferson National Parks Association educates and inspires present and future generations through the priceless national parks and historic treasures of St. Louis and the Nation.

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