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**Arc of Adventure tourism brochure and Web site awarded**

(LaGrange, GA, April 1, 2006) – A tourism brochure and interactive Web site produced by Diverse Power to attract visitors to west Georgia have earned three prestigious awards, including an ADDY for creative excellence for design and advertising.

The Columbus chapter of the American Advertising Federation presented Brant Kelsey Design (BKD) of LaGrange a Gold ADDY at its annual awards ceremony in March. In January, BKD won a Gold MarCom Creative Award from the Marketing-Communications division of the Communicator Awards, an international competition in the communications field. Most recently, the brochure/Web site garnered an Honorable Mention from The Communicator Awards in its marketing/promotions/campaign category.

All awards were in recognition of the “Georgia’s Arc of Adventure” tourism brochure and accompanying Web site developed by Brant Kelsey Design and a coordinating team from Diverse Power. BKD Company Owner Brant Kelsey, who led his design team on the project, accepted the awards, crediting designer Niki Studdard and co-Website developer Andy Fritchley with providing exceptional work to create the award-winning pieces and freelance writer Jackie Kennedy for writing and editing.

Diverse Power representatives who oversaw creation of the pieces are Director Harrell Landreth and President’s Assistant Kathleen Boyd.

The world’s largest advertising competition, the ADDY Awards receive more than 60,000 entries each year. The American Advertising Federation conducts the ADDY Awards, the only creative awards program administered by the advertising

industry for the industry. Gold winners recognized in Columbus are entered in a district competition, and district winners move on to national competition.

International competitions, The Communicator Awards and MarCom Creative Awards are highly regarded competitions for marketing and communications professionals with entries accepted from corporate marketing and communications departments, advertising agencies, public relations firms, and graphic design studios.

“We at Brant Kelsey Design have been privileged to work on such a unique project that will benefit our local community,” says Kelsey. “It is gratifying to see our hard work and creativity recognized.”

The “Georgia’s Arc of Adventure” brochure spotlights 51 tourist attractions and 20 events throughout Diverse Power’s seven-county service area. The local electric membership corporation produced the brochure after Georgia EMC, the state association representing Georgia’s 42 electric cooperatives, called on the co-ops to promote community and economic development within their service territories.

Visit the award-winning Georgia’s Arc of Adventure Web site at [www.arcofadventure.com](http://www.arcofadventure.com).