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LOCAL MARKETING FIRM COMES HOME A WINNER!
- K2 Communications Wins 2009 Summit International Creative Awards -

ROCHESTER, NY - K2 Communications is pleased to announce that it is a winner in the 2009 Summit Creative Awards Competition. The local marketing firm is being recognized worldwide by the Summit International Awards (SIA) organization for their creative marketing excellence in Brand Redesign and Green Marketing. K2's winning entries include the Silver Award in the Green Marketing category for their work on Eastview Mall / Wilmore's "Green + Glamorous" campaign, and the Bronze Award in the Brand Redesign category for their work with Lakeview Mental Health.

The team of talent behind K2 Communications' award winning designs includes -- Claire Kaler (of Brighton), creative director and founder; Julie Bonzo (of Penfield), brand manager; Monica Guilian (of Livonia), art director; and John Cammarosano (of Victor), art director.

The Summit Creative Awards were established to recognize the creative accomplishments of small and medium sized advertising agencies and other creative companies throughout the world with annual billings of under \$30 million. The awards program was launched in 1994 to reinforce the importance of these agencies and their influence on our everyday culture and the economy.

"It is with great honor that we accept this year's Summit Creative Awards and to stand out from the thousands of entries received this year," said Claire Kaler, founder of K2 Communications. "K2 is committed to helping raise the quality of marketing communications worldwide and furthering excellence in the communications industry."

This year, the competition drew thousands of entries from companies and individuals representing 26 countries. Winners were selected in categories that include advertising, emerging media, marketing materials, direct marketing, green marketing, multimedia, political, corporate video, public service, best idea never produced, self-promotion, and brand-redesign. Entries were reviewed and scored by a panel of 13 judges representing many of today's top creative agencies worldwide. Submissions were evaluated based on the strength of their big idea, the quality of execution, and their ability to communicate and persuade.

"There is so much outstanding creative work that goes largely unrecognized," said Jocelyn Luciano, executive director of The Summit Awards. "Our goal is to award those outstanding campaigns that fuel the economy of the world, including small business, political campaigns, and regional products."

About Summit International Awards

Throughout its fourteen-year history, the SIA has established itself as one of the premier arbiters of communication excellence. The SIA organization conducts the Summit Creative Award (winter), the Summit Marketing Effectiveness Award (summer), and the Summit Emerging Media Award (fall). Companies and individuals from more than 50 countries participate in its awards programs yearly. For more information on this year's winning entries or for more information on the Summit Creative Award, visit their web site at www.summitawards.com.

About K2 Communications

K2 Communications was founded by Claire Kaler in 1991 as a full-service marketing firm that specializes in branding and graphic design services. The firm utilizes a powerful combination of intelligent brand development and award-winning creative services to deliver brand and corporate identities, print media campaigns, website design, interactive media and illustration. K2 Communications is located at 235 Park Avenue in Rochester, New York and currently employs eight people. For more information, please visit www.k2website.com.

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