

One Club, ADCOLOR join forces for Miami awards

MIAMI, US: The One Club has once again partnered with ADCOLOR to present The One Club ADCOLOR Creative Award to two creative professionals of multi-cultural background for their outstanding achievements in the advertising industry.



For the second year in a row, The One Club ADCOLOR Creative Award, co-presented by Publicis USA, will be given at the 2010 ADCOLOR Awards ceremony on Sunday, 7 November, at the Fontainebleau Resort/ Miami Beach. The event will be part of the 12th Annual Association of National Advertisers Multicultural Marketing & Diversity Conference (www.ana.net).

This year Jd Michaels, BBDO NY, and Danny Robinson, The Martin Agency, were selected by The One Club board of directors. Michaels and Robinson are being recognized for their professional achievements in creative advertising, design and new media, as well as for their contributions throughout their careers in giving back to the industry to develop young talent.

Additionally, education director for The One Club, Tiffany Edwards will be recognized at the Awards ceremony with the Rising Star Award presented by Google and the Advertising Club. Edwards was selected from a remarkable group of nominees, who with less than seven years of experience are considered to be the "young guns" of their industries, based on her ability to redefine diversity, deliver strong outcomes, contribute to her company/ industry and/or community, and her reputation as "best in class" by serving as role models for others.

"Danny includes the Oprah Car Give-a-way for Pontiac and Heineken commercials in his portfolio and Jd's breakthrough work for HBO is very well respected. Jd has also worked with The One Club Gallery on the installation for Phil Dusenberry's Creative Hall of Fame induction," said Mary Warlick, CEO of The One Club. "Tiffany Edwards started her career here at The One Club as a One Show coordinator and we have watched her talent grow since becoming education director."

The ADCOLOR partnership is another step in The One Club's goal of diversifying the industry through recognizing creative professionals of color who have made outstanding contributions to the industry. The One Club's diversity programs aim to bridge the gap between academia and the advertising industry by offering interactive programs that provide collegiate and college bound multi-cultural students with career information, hands-on experience and the resources necessary to pursue a creative career.