

**3/9/05 – PITTSBURGH POST-GAZETTE - DATELINE PITTSBURGH - By Natalie Hill**

## **NATIONAL SPORTS FORUM VOTES PASSION CAMPAIGN BEST IN RADIO.**

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Garrison Hughes, a creative team in Pittsburgh, recently won best sports radio advertising at the 2005 National Sports Forum ADchievement Awards for its work on the Pittsburgh Passion Women's Professional Football Team. The campaign entitled "Passionate About Football" included two radio commercials, "Daddy's Little Girl" and "Dating Service." The campaign beat out close to 100 other campaign entries submitted from across the sports industry to take home the top award in the radio category.



The NSF ADchievement Awards are presented annually to the top sports advertising campaigns in television, radio, print, out-of-home and alternative media.

Other category winners included:

- Miller Lite for best out-of-home (Ogilvy & Mather, New York)
- Oakland Athletics for best alternative media (McCann Erickson Worldwide)
- Seattle Mariners for best television & print (Copacino, Seattle)