

FIGMENT C R E A T I V E G R O U P

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FIGMENT CREATIVE GROUP WINS THREE AWARDS IN NATIONAL MATURE MEDIA AWARDS PROGRAM

MICHIGAN CITY, IND, and PHOENIX -- Figment Creative Group was a three-time winner in the National Mature Media Awards Program with Pines Village Retirement Communities Campaign in (Valparaiso, Indiana). The awards competition, sponsored by the Mature Market Resource Center, recognizes the nation's finest advertising, marketing and educational materials designed and produced for older adults.

Nationally, Figment Creative received a Bronze Award for Stationery Suite/Logo Design; a Merit Award for the Magazine Advertising campaign entitled, "Celebrate Your Independence"; and a Merit Award for the Villager Newsletter design.

"Pines Village Retirement Communities is a dream client that uses media successfully to grow its business," says Polly Liebig, president of Figment. Pines is clearly showing this is a market segment that will continue to grow, and we're thrilled to be a partner in helping with that growth."

The Figment Creative Group is a full-service marketing and advertising agency with offices in Michigan City, Indiana (near Chicago) and in the Phoenix area— a virtual marketing and advertising agency. The lineup features creative bohemians including marketing brainiacs, artists, designers, writers, photographers, full-time account managers, printers, website gurus, computer geeks and other beautiful minds. Every member has years of agency or corporate experience. All are skilled professionals. Visit www.figmentcreative.com and break free from the cubical mentality!

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