



FOR IMMEDIATE RELEASE

FOR MORE INFORMATION:
Polly Liebig 872-5894

July 27, 2004

Figment Creative Group was the Gold Award winner in the 13th annual National Mature Media Awards Program. The program, presented by the Mature Market Resource Center, a national clearinghouse for the senior market, recognizes the nation's finest advertising, marketing and educational materials designed and produced for older adults.

"We Celebrate Life," from Pines Village Retirement Communities in Valparaiso, received a Gold Award for the Book category. "This is two years in a row that we have had this honor and both times Pines Village is the client," said Polly Liebig, president. "Figment Creative has a long history with Pines Village and this compilation of legacy stories and photography is just a beautiful coffee table booklet."

Nearly 1,100 entries were judged by a distinguished panel of mature market experts from across the United States for overall excellence of design, content, creativity and relevance to the senior market.

Figment Creative Group is a virtual marketing and communication agency located in Michigan City and Sedona, AZ and is approaching its 10th year of business. At Figment Creative Group we redefine creative by designing strategic solutions which complement and enhance our clients' marketing objectives both print and internet. For more information call Polly Liebig at 219-872-5894.