**FOR IMMEDIATE RELEASE**

[Your Club’s Name]

[Your Club’s Communications Director Contact Information]

[Date]

**Open Call for Entries: AAF** **Invites [Your City] to Showcase Excellence in the American Advertising Awards**

**Date, [CITY, STATE]** – [Your Organization's Name] is excited to announce a call for entries for the prestigious American Advertising Awards, recognizing and celebrating outstanding creative work in the field of advertising. This annual three-tiered competition is an opportunity for talented professionals and emerging creatives to showcase their innovative and impactful campaigns.

The [American Advertising Awards](https://www.aaf.org/Public/Public/Events/American-Advertising-Awards/American_Advertising_Awards_Home.aspx) is one of the industry's most respected and comprehensive competitions, attracting entries from across the nation. This year's open call invites agencies, designers, marketers, and other creative professionals to submit their best work, competing at local and then district levels with the chance to advance to the national stage.

**Key Details:**

Submission Deadline: [End Date Deadline]

Categories: Entries are accepted in various categories, including print, online/interactive, out-of-home, elements of advertising and more. You can view all of this year’s rules and categories [here](https://www.aaf.org/common/Uploaded%20files/AmAdAwards/AAF-American-Advertising-Awards-Pro-Rules.pdf) on the AAF National website.

Eligibility: Open to all advertising professionals, agencies, businesses and students in the [Your City] area.

Judging will be conducted by a panel of industry experts who will evaluate entries based on creativity, originality and effectiveness. Winners will not only receive prestigious recognition locally, they will also have the chance to advance to the district and national levels of the competition.

**How to Enter:**

* Visit [Your Club’s Website or direct OpenWater portal link] to access the entry portal.
* Review the entry r[ules and categories](https://www.aaf.org/common/Uploaded%20files/AmAdAwards/AAF-American-Advertising-Awards-Pro-Rules.pdf).
* Submit your entry before the deadline through the OpenWater portal.
* Connect with the [Your Club’s Name] American Advertising Awards Chair with any questions.

**About [Your Club’s Name]:**

An affiliate of the American Advertising Federation (AAF), [Your Club’s Name] is a non-profit professional trade association of professionals in the creative fields dedicated to advertising excellence in and around the [Your City] region. The AAF is a national organization empowered by 30,000+ professionals in 150+ professional advertising clubs, 140+ college chapters and 60+ corporations. The AAF works to advance the broad interests of the advertising industry, including the freedom to truthfully advertise legal products.

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