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## **AVALA ART DIRECTOR HONORED FOR DESIGN BY SOCIETY OF ILLUSTRATORS IN NEW YORK**

**St. Louis, MO. – December 8, 2009** – Ted Wright, senior art director at The AVALA Marketing Group, a leading research and marketing firm in the recreation and leisure products industries, won a prestigious Certificate of Merit from the Society of Illustrators in New York for his design of the Miracle Recreation “Think Green” poster. The work will be displayed at the Society of Illustrators Museum Advertising Exhibition from February 24 to March 20, 2010.

A jury of professional illustrators and art directors chose the most outstanding works created throughout the year. From 4,600 total entries submitted worldwide, only 61 were honored in the advertising category. In conjunction with the exhibition is the published Illustrators 52, an impressive full-color annual showcasing all the selected pieces. The annual has become the premiere directory of American and international illustration. This massive volume presents the years' finest illustration work and the ideas behind the art as stated by the artists. “This show and the book that is published are considered to be the most prestigious show and directory of American and international illustration” said Anelle Miller, director of the Society of Illustrators.

The Society of Illustrators was founded in 1901 to promote art and appreciation of illustration, as well as its history and evolving nature. A notable member of the Society was Normal Rockwell, the first member elected to the Hall of Fame in 1959. Amassed over several decades, the Permanent Collection at the Society’s Museum is comprised of well over two thousand works by many of the biggest names in the field of painting and illustration including Rockwell, Pyle, Wyeth, Kent, Peak, Fuchs and Holland.

Miracle Recreation is the oldest and largest manufacturer of recreation equipment in the United States. The “Think Green” campaign was designed by AVALA to promote the fact that Miracle is at the forefront of the eco-friendly playground movement, offering state-of-the-art systems that contain a minimum of 50% recycled materials and are approximately 80% recyclable. “We are proud of the brochure AVALA developed for Miracle. It accurately represents our eco-friendly equipment and portrays the playful nature of our product” said Don Hemingway, vice president of marketing and business development at Miracle Recreation.

**About AVALA:** *Established in 1997, The AVALA Marketing Group is a full service marketing agency that specializes in research and analysis, creative services, interactive strategies, database marketing, channel enrichment and customer satisfaction measurement. For more information visit: [www.avalamarketing.com](http://www.avalamarketing.com).*

**About Miracle Recreation Equipment Company:** *Miracle is one of the oldest and largest manufacturers of recreation equipment in the United States. The product selection has grown from a single merry-go-round to a broad range of park and playground equipment for people of all ages who like to have a little fun. From modular play system to slides, swings, school sports equipment, outdoor fitness, park amenities and even water and pool slides, Miracle has what you need. For more information visit: [www.miracle-recreation.com](http://www.miracle-recreation.com).*

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