



**Advertising**

ideas that grow business

**PRESS RELEASE  
FOR IMMEDIATE RELEASE**

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**KW Advertising Executive VP/Creative Director Diana Kohn  
Proves “Creativity Works”**

BROOKFIELD, WI (March 3, 2010) – Diana Kohn, KW Advertising Executive VP/Creative Director, has won The Creative Coalition of Greater Milwaukee’s naming contest for the Milwaukee Regional Creative Economy Project with her submission “Creativity Works.”

Kohn’s entry was selected because it embodied the idea of harnessing creative energy and putting it to work, reflecting the focus of the project on economic development in the creative sector. The Coalition’s (<http://creativecoalitionmke.com>) mission is to integrate the region’s individual creatives, for profit creative businesses, and nonprofit arts and culture groups into a creative economy sector that furthers the distinctiveness and growth of the region.

In addition to being named as the winner, Kohn, a Milwaukee advertising veteran with more than 20 years in the industry, was awarded \$500 for “Creativity Works” which was selected by a committee of local branding, identity and design experts out of 25 submissions.

“Diana has a dedicated creative focus and high standards for her work,” said Gary Ebert, President of KW Advertising. “It’s great to see her receive this well deserved recognition.”

**ABOUT KW ADVERTISING**

KW Advertising, located in Brookfield, WI, is a full-service agency that offers advertising, marketing, public relations, research and interactive services to business-to-business and business-to-consumer clients. For companies interested in taking advantage of KW’s offer for a free, no obligation, 60-minute consultation to discuss their marketing and advertising objectives, please visit <http://kwadvertising.com/embrace2010>.

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