

# EQUINE RESOURCES INTERNATIONAL

## **Clients from Equine Marketing Agency Receive Six Honors at 2007 AIM Awards**

*Equine Resources International, LLC Efforts Recognized with Four Golds and Two Bronze*

FOR IMMEDIATE RELEASE

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Kennett Square, PA (May 23, 2007) – Equine Resources International, LLC (ERI) was awarded four golds and two bronzes at the 2007 All Industry Marketing Awards (AIM), presented by the Western & English Trade Association in Scottsdale, AZ on May 19. These top prizes were for work the company did for Pfizer Animal Health, Tropical Rider and the PRIMEDIA Equine Network.

ERI took the gold three times for Pfizer Animal Health in the categories of Direct Target Marketing, including Direct Mail, Single and Direct Mail, Campaign, as well as Brochures (Product, Service, Farm and Ranch). Pfizer's Solitude IGR Veterinary Mailer and Solitude IGR Postcard Campaign were created by ERI's Executive Director of Marketing & Public Relations Teresa Avery and Art Director Mary Fisher. Also, the company's Corporate Brochure, written by Communications Director Cassandra Lizza and designed by Mary Fisher, was honored with the top prize. PRIMEDIA Equine Network's monthly, business-to-business newsletter, *Equine Insider*, brought home the fourth gold for the marketing agency. This publication, written and created by Cassandra Lizza and Lua Southard, and designed by Mary Fisher, won in the Newsletter (External to Consumer/Electronic) category.

“We are honored to have our efforts recognized once again at this year’s AIM awards,” said Lua Southard, CEO of ERI. “Having our clients come out strong among the best in the industry through the use of creative, effective marketing tools is an outstanding achievement for my staff.”

ERI also received two bronze awards – one for Pfizer Animal Health’s Solitude IGR Customer Mailer and one for Tropical Rider’s *Where Comfort Meets Style* advertising campaign. The customer mailer consisted of two uniquely designed brochures that targeted equine consumers. Tropical Rider’s advertising campaign included a number of fractional page ads that targeted riders of the hunter/jumper, dressage and endurance disciplines.

The AIM Awards were established in 1999 to recognize the best of advertising, public relations, marketing campaigns and publications created for the Western and English Industry. ERI has been fortunate to accept awards for its clients every year since the AIM Awards’ inception.

For more information on Equine Resources International, LLC, its services and national client list, visit the company online at [www.equineresources.com](http://www.equineresources.com) or call 610-444-7554. Visit the Equine Writers’ Resource page on the ERI website to see the latest news from ERI clients, including high resolution images.

**Editors: Images to accompany this release are available for download from [www.equineresources.com](http://www.equineresources.com) in the Equine Writers’ Resource Section.**