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Feb. 14, 2007
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NEWS RELEASE

UNIVERSITY OF DAYTON WINS FOUR NATIONAL AWARDS FOR STUDENT RECRUITMENT MARKETING MATERIALS

DAYTON, Ohio – The University of Dayton has won four national marketing awards for its student recruitment ads, poster and newsletter in the 22nd Annual Admissions Advertising Awards competition sponsored by *Admissions Marketing Report*.

More than 2,100 entries were received from more than 1,200 colleges, universities and secondary schools from every state in the nation and several other countries.

UD received silver medals for a magazine ad, "Challenging Minds," and a direct-mail postcard series. It garnered awards of merit for its student recruitment newsletter, "Update," and a poster advertising an open house for prospective students and their families.

The pieces were produced by Molly Wilson, assistant director of marketing for enrollment management; Jennifer Koesters, assistant director of marketing for enrollment management; Kathy Kargl, graphic designer; Kim Lally, communication specialist; Jeanene Parsons, production manager; and Frank Pauer, art director. UD Printing and Design on campus produced the poster and newsletter.

For more information, see <http://www.hmrpublicationsgroup.com>.

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