

## PRESS RELEASE



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### ***Joyce Design Solutions Captures Two National Bronze Medal Awards***

EXETER— Beverly A. Joyce is pleased to announce that Joyce Design Solutions has two bronze medals in the 6th Annual National Service Industry Advertising Awards. Nearly 1,200 entries were received in this year's awards. A national panel of judges evaluated and rated entries in twelve groups and twenty-seven categories. The judges awarded 184 Gold Awards, 112 Silver Awards, as well as 83 Bronze Awards.

The Service Industry Advertising Awards was initiated in 2003 to recognize the advertising excellence of the service industry. The Sixth Annual Service Industry Advertising Awards continues to recognize the advertising excellence from service industry providers. "The service industry continues to be a major factor in our economy, and therefore the advancement of services advertising is at the cutting edge of the advertising industry," stated Jan Michael Lok, Executive Director of the SIAA Awards. "Obviously the downturn in our economy has effected the service industry, however our judging panel continues to be impressed with the excellence in the creativity of the services industry. More than 250 advertising agencies and 900 service institutions participated in the Sixth Annual SIAA Awards."

A national panel of judges reviewed every entry for execution, creativity, quality, consumer appeal and overall break through advertising content. The judges awarded Beverly Joyce with two bronze medals in this year's competition.

A bronze medal was presented for Joyce's work on the 2008 Chester College of New England 5-color 28 page Viewbook. For Joyce, who is also an adjunct graphic design faculty member at Chester College of New England, this project was quite an endeavor. "The competitive environment which colleges are competing for students continues to force admission offices to be really creative with their marketing. When we began this project we wanted to create something unique and engaging for students. The viewbook is vibrant in fluorescent colors and really shows off the artwork of the current students," states Joyce.



To see the entire viewbook, go to <http://www.chestercollege.edu>

The second bronze medal was presented for the creation of a new identity system for the Congregational Church of Exeter (NH). The Congregational Church has stood in downtown Exeter, NH for many many years, and is rich with tradition. This project posed many challenges as well. The church continues to strive to recruit young new members for the congregation in order for it to continue to grow. The marketing committee wanted a fresh new look. “If you have seen the church it has three very recognizable red doors welcoming parishioners. I knew the moment I saw those doors that they would be the symbol for the new identity”, Joyce says. “They are instantly recognizable, and go beautifully with the church’s new slogan ‘a home for your spirit’ ”, states Joyce.



**THE CONGREGATIONAL CHURCH**  
**IN EXETER, UCC**  
*a home for your spirit*



Joyce Design Solutions, based in Exeter, NH, is celebrating its 16th year in business in 2009. The design firm is a full service offering advertising, graphic design and marketing services to a diverse group of clients that include nonprofit organizations, academic institutions and businesses ranging from medical offices to national franchisees. Joyce serves as the vice president for the Richie McFarland Children’s Center board of directors, as well as chair for the development committee. She also serves on the programs and services committee for New Hampshire Businesses for Social Responsibility and is an adjunct faculty member of the graphic design department at Chester College of New England. Joyce Design Solutions serves more than 20 clients both local and nationally-based accounts. For more information you can reach Beverly A. Joyce at 603-772-4523.

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