

CW 27, WGNT-TV WINS THE COVETED SILVER ADDY AWARD



Portsmouth, Va.; On Saturday, February 28, 2009, The Advertising Federation of Hampton Roads (AAFHR) held their Annual ADDY Awards Gala. This special event represents the true spirit of creative excellence by recognizing all forms of advertising from media of all types, creative by all sizes and entrants of all levels from anywhere in the world. It is known as “The World's Largest Advertising Competition.” During this prestigious gala, CW 27, WGNT-TV was presented the Silver ADDY Award in the TV Self-Promotion category for their *Gossip Girl* promotion “G.W. on the CW” which offered the TV audience an alternative entertainment program instead of watching the *State of the Union Address* televised on other stations.

“One of the greatest honors in life is to be recognized by our peers” said CW 27 Vice President and General Manager Steven Soldinger. “I’m really proud to be a part of CW 27. This ADDY Award is a true manifestation of what teamwork is all about.” The ADDY Awards honor excellence in advertising and cultivate the highest creative standards in the industry. The competition begins at the local level with over 200 AAF member clubs nationwide from which local winners proceed to 15 regional competitions, and those winners proceed to the national finals.

It is the mission of AAF Hampton Roads to protect and promote the well-being of advertising in our market through self-regulation with a unique, locally coordinated grassroots network of advertisers, agencies, media companies, suppliers, independents, and college chapters.

CW 27, WGNT-TV is a part of the CBS Corp. Television Stations Group and currently reigns as one of the highest rated CW affiliates in the country. CW 27 is a dominant television force in Hampton Roads, leading our market with top-rated entertainment like Judge Joe Brown, Judge Judy, The Daily Buzz, Gossip Girl, America’s Next Top Model, House of Payne, 90210 and Dr. Phil. CW 27 can be seen in HD on channel 707 on Cox Digital Cable in Hampton Roads.