

## **BARD ADVERTISING HONORED WITH 2006 ASTER AWARD RECOGNITION**

Edina, MN—June 15, 2006—The Aster Awards, hosted by Marketing Healthcare Today and Creative Images, Inc., announced that BARD Advertising, Inc. was honored with a Silver Aster Award in this year's competition, for their work with the National Marrow Donor Organization. BARD strategically designed and created a pre-tradeshaw direct mail piece called, "Take The Case Challenge," that received a 677% response rate.

The Aster Awards is a national level healthcare marketing awards program recognizing healthcare institutions and advertising agencies for excellence in advertising. With nearly 2,500 entries, participants in the Aster Awards compete against similarly sized organizations from all across the United States. Judging criteria include creativity, layout & design, typography, production quality, knowledge transfer and overall excellence. BARD's work ranked outstanding. "It was an honor to have BARD participate in this year's competition producing world-class marketing materials," said Randy Lucas, Corporate Director, Aster Awards.

### **ABOUT BARD ADVERTISING**

BARD, a full-service marketing communications agency, understands the behaviors and environments in which your brands live. Our unique approach to the marketplace allows for brand success by delivering results-driven promotional programs and brand building campaigns that increase awareness and sales. It's all about the results!