

The Partnership for a Drug-Free America's high creative standards have resulted in compelling, emotional advertisements that have gained the industry's highest praises. These contributed creative works have been recognized by all major creative award shows. The following is a list of Partnership ads which have won awards in 1989-Present. The list only include awards which an agency has informed us of.

## 2004 Awards

<u>AGENCY</u> <u>AWARDS</u>	<u>MEDIUM</u>	<u>TITLE</u>
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The Partnership was recognized for its work combating substance abuse among America's youth, and particularly for contributing to reductions in teen use of *Methamphetamine & Ecstasy*. The Discovery Health Channel Medical Honors recognizes pre-eminent achievements in the medical community by honoring the nation's best physicians, medical institutions, educators, researchers and the organizations supporting them. Selected by elite health and medical organizations, honorees are recognized for bringing awareness to the challenging health and medical issues of our time.

<b>Oink Ink Radio</b> Addy from NYC AAF	Radio	"Hospital"	Gold
<b>DDB/LA</b> Belding Bowl from ACLA	TV	"Pool"	
<b>DDB/LA</b> Belding Award Finalist from ACLA	TV	"Pick Up"	
<b>DDB/LA</b> Belding Award Finalist from ACLA	TV	"They'll Understand" Campaign	
<b>Oink Ink Radio</b> Award from DC AAF	Radio	"30 Seconds"	Addy
<b>DDB/LA</b> O'Toole Award	TV	"They'll Understand" Campaign	AAAA
<b>DDB/LA</b> Award from Art Directors Club of NY	TV	"They'll Understand" Campaign	Merit
<b>DDB/LA</b> Award	TV	"Pool"	AICP

### 2003 Awards

<u>AGENCY</u>	<u>MEDIUM</u>	<u>TITLE</u>	<u>AWARDS</u>
<b>Sawyer Riley Compton</b>	TV	“Brain” & “Nervous System”	D&AD
<b>Mendoza Dillon</b> Intermedia Award	TV	“Mirrors”	Omni

### 2002 Awards

<u>AGENCY</u>	<u>MEDIUM</u>	<u>TITLE</u>	<u>AWARDS</u>
<b>Bobby Sheehan</b> The Good Bad and The Ugly Awards <b>Ace Productions</b>	TV	“Mary J. Blige”	Good Award -
<b>Ogilvy &amp; Mather</b> The Good Bad and The Ugly Awards	TV	“Tara Lipinski”	Good Award –
<b>J. Walter Thompson</b> Gold Medal Award	TV	“Thanks”	Creativity

### 2001 Awards

<u>AGENCY</u>	<u>MEDIUM</u>	<u>TITLE</u>	<u>AWARDS</u>
<b>Public Interest Production</b> /@ PDFA	TV	“Pitfalls (Montage)”	Telly Award Public Interest  Radical to
<b>Award of</b>	TV	“Michael”	<b>Algis</b>  Excellence Public Interest Productions

**Bobby Sheehan** TV  
Prevention for a Safer Society Award

“Mary J. Blige” The

**Sawyer Riley** Print  
American Advertising  
**Compton**  
Atlanta

“Brain” Silver  
Federation’s  
Addy Awards

**Silver Addy**

**Award**

Print

“Nervous  
System” Silver Addy

Award

TV

“Brain” Gold Addy

Award

TV

“Nervous  
System” Gold Addy

Award

Conill Adv. **TV**  
Award

**“You Know**  
How to Say it” Bronze Telly

J. Walter Thompson **TV**  
**Medal**

**“Thanks” Gold**

“Best of Creative” TV

“My Hero” Adweek’s

**Bobby Sheehan** TV  
from NYC AAF

“Vision Warrior” Addy Award

**Saatchi & Saatchi** TV  
from NYC AAF

“Stealing Our  
Music” Addy Award

<b>D'Arcy</b>	Print	"Weed"/"Pipe" "Roach"	Gold District Gold Addy
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from NYC AAF

<b>Merkley Newman Harty</b>	TV	"Music"	Bronze Clio
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<b>Merkley Newman Harty</b>	TV "Best of Creative" 2000	"Music," "Dance," and "My Future"	Adweek's
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**2000 Awards**

<u>AGENCY</u>	<u>MEDIUM</u>	<u>TITLE</u>	<u>AWARDS</u>
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<b>Bobby Sheehan Award</b>	TV	"Mary J. Blige"	The Pass
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<b>Various Award</b>	Musicians Campaign	Musician Testimonials	The Prism
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**1999 Awards**

<u>AGENCY</u>	<u>MEDIUM</u>	<u>TITLE</u>	<u>AWARDS</u>
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<b>J. Walter Thompson Festivals Medal</b>	TV	"Not An Addict"	The NY World
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<b>Kirshenbaum, Bond Festivals &amp; Partnership Medal</b>	TV	"What Would Make You"	The NY World
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<b>McGrath, Case &amp; Partnership Award</b>	TV	"Cleaning Girl"	Silver Telly
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## 1998 Awards

<u>AGENCY</u>	<u>MEDIUM</u>	<u>TITLE</u>	<u>AWARDS</u>
<b>Margeotes Fertitta Partners</b> Advertising Awards-1997 1 <sup>st</sup> Place in Public Service Announcement Television	TV	“Frying Pan”	The Mobius
<b>Ground Zero</b> Festivals-Finalist Award in recognition of an Achievement in the International Competition.	TV	“Everybody’s Doin’ It”	New York Outstanding
<b>Peterson Milla Hooks</b> 1997 International Advertising Awards	TV	“Girl/Interview”	NY Festivals
<b>Arnold Advertising</b> Addy Awards; best public service campaign	TV	“Another Missed Opportunity Campaign” (“Car, House, Kitchen”)	Best of the
<b>Jordan, McGrath Case &amp; Taylor</b> Addy Awards; best editing	TV	“Bugs”	Best of the
<b>Saatchi &amp; Saatchi</b> Awards; Certificate for Outstanding Creativity	TV	“D is for Dumb” “Big Ol Bug”	Mobius
<b>Margeotes Fertitta Partners</b> Awards; Certificate for Outstanding Creativity	TV	“Needle”	Mobius
<b>Herring Newman</b> Awards; Certificate for Outstanding Creativity	TV	“Average Kid”	Mobius
<b>Bobby Sheehan</b> Awards	TV	“Everclear”	Prism
<b>DiMassimo, Inc.</b> York Festivals - PSA Health and Hygiene	Radio	“Just Say Nah”	The New

Campaign/Gold Medal		Campaign	
<b>J. Walter Thompson</b>	TV	“Teeth”	1998 Effie
Awards - Gold Effie for Heroin Campaign		“Heroin Myths”	
<b>Hill Holiday, Connors Cosmopulos, Inc.</b>	Print	“Wendy”	1998 Effie
<b>DMB&amp;B/LA</b>		“End Your Life”	1998 Effie
Awards - Gold Effie for Heroin Campaign			
<b>Ground Zero</b>	TV	“Everybody’s Doin’ It”	1998 Effie
Awards - Gold Effie for Heroin Campaign		“Marionette”	
<b>Steve Montgomery</b>	TV	“ABC’s”	Clio Award

**1997 Awards**

<u>AGENCY</u>	<u>MEDIUM</u>	<u>TITLE</u>	<u>AWARDS</u>
<b>Grey Kirk Vasant</b>	TV	“Lightbulb”	Addy
Awards			
<b>J. Walter Thompson/</b>	TV	“Teeth”	National
Addy Awards, AAF District2 - Gold Award			
<b>(Richard Yelland)</b>			Certificate-
Myth/Reality Heroin			
<b>Fitzgerald &amp; Co.</b>	TV	“Noses”	Gold Effies-
Inhalants			
<b>Jack Levy &amp; Associates</b>	TV	“Drowning”	Gold Effies-
Inhalants			
<b>Hampel Stefanides</b>	TV	“Jane”	Art
Director’s Show-Silver Medal		“David”	

**PDFA**  
Prevention Coalition-1997 Partners in Prevention  
Award

Creative Group

The

**1996 Awards**

<u>AGENCY</u>	<u>MEDIUM</u>	<u>TITLE</u>	<u>AWARDS</u>
<b>The Ad Store</b> of Excellence -- Dist 2 Addys	TV	"Mess Up"	Certificate
<b>Anderson &amp; Lembke</b>	TV	"Train" "Rocker" "Baseball"	Ace Award
<b>360</b> (People for the Ethical Treatment of Animals)	TV	"Unnatural Acts"	PETA
<b>David Cravit/CME</b> Silver Pencil	Print	"Funeral"	One Show
<b>Jack Levy &amp; Associates</b> Award	TV	"Drowning"	Gold IMPA
Awards	TV	"Celebrity Endorsement"	Cresta
Creativity 26 Gold Media	TV	"Celebrity Endorsement"	1996
<b>Cliff Freeman &amp; Partners</b> International Advertising Awards-Dialogue & Best of York Advertising Awards, International Advertising Festival, Addy Award	TV	"Lenny"	London Public Service, Advertising Women of New York- New
<b>Saatchi &amp; Saatchi</b> Advertising Festival - Gold Lion	TV	"Celebrity Endorsement"	International
<b>J. Walter Thompson/</b> Award-Low Budget Commercial (Richard Yelland)	TV	"Teeth"	Mobius

## 1995 Awards

<u>AGENCY</u>	<u>MEDIUM</u>	<u>TITLE</u>	<u>AWARDS</u>
The Ad Store	TV	"Mess Up"	International
			Film and Video Festival Third Place - Certificate for Creative Excellence Houston World Fest - Gold
			Certificate of Creative Excellence - International Film and Video Festival

<u>AGENCY</u>	<u>MEDIUM</u>	<u>TITLE</u>	<u>AWARDS</u>
Saatchi & Saatchi	TV	"Celebrity	Lulu- First
Place PSA - TV		Endorsement"	First Place
PSA - Print			Best of
Show PSA - Print			IBA Awards
- First Place PSA - TV			

## Telly

### Awards - Silver Statue PSA - TV

Addy's - First Place PSA- TV		District II
Bronze Lion PSA - TV		Cannes -
Art Direction Winner (accepted for publication in the D&AD Annual) PSA - TV		Design & NY Art
Directors - Distinctive Merit Award PSA TV		Creativity
'95 - Certificate of Distinction PSA - Print		-Clio
Awards - Shortlist Finalist PSA - TV		- Shortlist
Finalist PSA - Print		One Show -
Finalist PSA - TV		

Nation Award -- Gold --PSA			United
Award			Mobius
(International			NY Festivals
	Advertising Award)		
<b>Lord, Dentsu &amp; Partners</b>	Radio	“Answering	Addy
(District 2) & National		Machine”	Mercury
<b>(Andrew Payton, Steve</b>			Silver Cube
<b>St. Clair)</b>			

### 1994 Awards

<u>AGENCY</u>	<u>MEDIUM</u>	<u>TITLE</u>	<u>AWARDS</u>
<b>Goodby</b>	TV	"Long Way Home"	Grand Effie
Award- Best Campaign of All			Entrants/
<b>&amp; Silverstein</b>			
Partners			
			Gold Effie
Award-Inner City			
	Anti-Drug Campaign		
<b>Burrell</b>	TV	"Who Wants"	Grand Effie
Award- Best Campaign of All			Entrants/
<b>Communications</b>			
Partners			
			Gold Effie
Award-Inner City			
	Anti-Drug Campaign		
<b>Livingston</b>	TV	"Rescue"	Belding
Award, Finalist			
<b>&amp; Co.</b>			

### 1993 Awards

<u>AGENCY</u>	<u>MEDIUM</u>	<u>TITLE</u>	<u>AWARDS</u>
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<b>Backer Spielvogel Bates</b> Effie Award, Teen Anti-Drug Campaign	TV	"Pool Party"	Gold
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### 1992 Awards

<u>AGENCY</u>	<u>MEDIUM</u>	<u>TITLE</u>	<u>AWARDS</u>
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<b>Goodby,</b> Pro-Bono/ Ad Week Magazine <b>Berlin &amp; Silverstein</b>	TV	"Long Way Home"	Best of
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### 1991 Awards

<u>AGENCY</u>	<u>MEDIUM</u>	<u>TITLE</u>	<u>AWARDS</u>
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<b>Earle Palmer</b> Ad Club 1991 Creative Award, Winner <b>Brown</b>	TV	"Party"	Philadelphia
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### 1990 Awards

<u>AGENCY</u>	<u>MEDIUM</u>	<u>TITLE</u>	<u>AWARDS</u>
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<b>Caroline Jones</b> Low Budget Public Service Message	TV	"Warnings"	Clio, Best
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<b>Conill</b> Hispanic Single Ad	TV	"Corti"	Clio, Best
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<b>Burrell</b> Film & TV Festival of New York, Award for campaign CEBA, Award of Excellence	TV	"Funeral Home" "Pusher's Plea"	International Silver Medal
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<b>DDB</b> <b>Needham</b> Award, Outdoor Advertising 1990 Obie	Out-Of-Home	"Cocaine Gun"	Obie Merit Award
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## 1989 Awards

<u>AGENCY</u>	<u>MEDIUM</u>	<u>TITLE</u>	<u>AWARD</u>
BBDO Festival, Silver Lion	TV	"Faces"	Cannes Film
Bozell Art Directors' Club Award, Gold 2nd of Excellence	TV	"Linda"	68th Annual Annual National Hispanic Market Trade Show of 1988, Certificate
of New York Finalist TV Campaign	TV Campaign	"Linda"	Addy, Best
		"New Life"	
		"Prostitute" "Morgue"	
	Radio	"Rick"	International Radio Festival of New York, Silver Medal
	Radio	"Nancy"	International Radio Festival of New York Silver Medal
	Radio	"Matt"	International Radio Festival of New York, Silver Medal, 1988 Clio, Finalist London International Advertising Awards, copywriting
	Radio	"Debbie"	International Radio Festival of New York, Silver Medal
of New York/London International Advertising Awards, copywriting			Addy Best

<u>AGENCY</u>	<u>MEDIUM</u>	<u>TITLE</u>
<u>AWARDS</u>		

Radio	"Angie"	London
International Advertising Awards, copywriting Clio, Finalist		
<b>Conill</b> <u>Espanol</u> , Award of Excellence	TV	"Corti/Spanish"
		<u>"Se Habla</u>
Festival, Winner	TV	"Corti/English"
		New York
<b>DMB&amp;B</b> Finalist	TV	"Like Father"
		1988 Clio
<b>Marquardt &amp; Roche</b> <u>B/DAA Star Awards</u> , 1st Place Advertising "MBA"	Print	"CEO"
		1988
		1988 Ad Club of Fairfield County Gold Award
		"Blinders"
		"Workers"
<b>Mendoza Dillon</b> <u>Espanol</u> , Awards for Excellence, Clio	TV	"Brothers"
		<u>Se Habla</u>
Hispanic Market Campaign, 1989		"Pablo"
		Award, Best
		National Addy Award, Best Public Service; Citation of Excellence
<b>Ross Roy</b> Film and TV Festival of New York, Finalist	TV	"Decisions"
		International

<b><u>AGENCY</u></b>	<b><u>MEDIUM</u></b>	<b><u>TITLE</u></b>	<b><u>AWARDS</u></b>
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<b>Saatchi &amp; Saatchi</b> Certificate of Distinction, 1988 International One Show Merit Award, Finalist	TV	"Circles" Film and TV Festival of New York, Finalist 1988	Clio
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		"Nose"	1988 Clio
International Film & TV Festival,			
		Gold/Mobius, 1st Place, 1989 Art Directors Club	
			Competition,
Merit Award, 1989 Best of New York			
		Addy, Citation of Excellence Hollywood Radio &	
			Television
Society's 29th International Broadcasting			
		Awards, Public Service	

<b>Smith/ Greenland</b> Newspaper	Print	"What Is Your "Child Taking" "If You Feel "Fortunate" "It Used To Be " At 13" "Signs Aren't That "Obvious"	Athena Print
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<b><u>AGENCY</u></b>	<b><u>MEDIUM</u></b>	<b><u>TITLE</u></b>	<b><u>AWARDS</u></b>
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<b>Sudler &amp; Hennessey</b>	Print	"Drug Abuse Is	International
Ad Festival of New York			
"Collar Blind"		Gold Medal Graphic Award Design, Award of	
		Excellence Rx Club, Gold Medal 1988 2nd District	
		Addy Award, Winner	

<b>Tatham Laird</b>	TV	"One More Shot"	1989
London International Advertising Award,			
		Finalist (editing) 1989 International Association of	

Communications, Winner, Public Service  
TV

Business