

Contact: Candy Morgan
Phone: 580-353-0404
Email: info@comanchemuseum.com

FOR IMMEDIATE RELEASE

**COMANCHE NATIONAL MUSEUM PICKS WINS REGIONAL
ADDY AWARD**

(February 27, 2012) LAWTON, OK – The Wichita Falls chapter of the American Advertising Federation (AAF) has honored the Comanche National Museum and Cultural Center (CNMCC) with a regional ADDY Award. CNMCC took home a bronze award in the Broadcast/Electronic Category for its television commercial *The Bison: American Icon*.

The annual awards showcase Texoma's best advertising in print, broadcast, television and interactive media. The ADDY Awards is the advertising industry's largest and most representative competition, attracting over 60,000 entries every year in local ADDY competitions. The mission of the ADDY competition is to recognize and reward creative excellence in the art of advertising.

"This award is a huge honor for our museum," said Phyllis Wahahrockah-Tasi, CNMCC Executive Director. "It shows that we are among the best when it comes to the overall marketing of our museum. Unfortunately, we can't just open the doors and expect visitors to come. We have to tell them who we are and show them what we are about. Television advertising provides us with a wonderful opportunity to do just that. It's our chance to entice the public into finding out more about us. The fact that our hard work is not going unnoticed is humbling. An award such as this is a nice validation and confirms that our approach to marketing works. Our museum is the heartbeat of our Comanche Nation. We want our Comanche people to be proud of the museum and even prouder when they hear us tell the local communities about it," Wahahrockah-Tasi said.

CNMCC's marketing is spearheaded by Executive Director Phyllis Wahahrockah-Tasi and Education and Public Programs Manager Candy Morgan in collaboration with DesignWorks Group Inc. in Wichita Falls.

###