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FOR IMMEDIATE RELEASE

Northbest: Ads of Minnesota Launches This September

MINNEAPOLIS (August 12, 2016) — The Minneapolis Downtown Council, in partnership with AdFed MN and *Intersections: The Downtown 2025 Plan's* Downtown Experience Committee, announced today a new event that highlights and celebrates the achievements of the Minneapolis creative community.

Northbest: Ads of Minnesota will take place Thursday, September 22 at The Commons beginning at 8 pm. The event will focus on Minneapolis' innovative strength through its nationally- and internationally-recognized work, offering local creative agencies the opportunity to see their work celebrated with the public in an entertaining screening outdoors in downtown Minneapolis.

The event is free and open to the public and will include food trucks, beverages and networking along with the creative screening.

In addition to the announcement of Northbest, the Minneapolis Downtown Council today opened up a Request For Submissions for local creative agencies to submit their best work. The [Request for Submissions can be found here](#).

"We're excited about this opportunity to showcase Minneapolis' brightest creative talents and productions," said Leah Wong, Vice President of Events and Marketing, Minneapolis Downtown Council. "Highlighting our area's advertising ingenuity at The Commons offers a way for us to come together as a community to celebrate and enjoy our collective talent and take part in a fun, compelling evening in our new downtown park."

Agencies are encouraged to submit all advertisements created locally within the past 10 years. While there is no strict limit on the running time of each advertisement, they should fall within the generally accepted range of 30 seconds to three minutes. Shorter or longer may work on a case-by-case basis.

Submissions must include:

- Name of commissioning company and product
- Name of agency
- Name of agency executive/manager lead on project.
- Name of project creative director
- Name of advertisement director
- Run time (min:sec)
- Year of production
- Any interesting details relating to filming in Minneapolis

"We have incredibly creative organizations and individuals in our city," said Meredith Speier, Vice President, AdFed MN Board of Directors. "This event will provide an opportunity for them not only to get recognition for their talents, but they'll be able to showcase them front and center for their peers and the general public under the downtown skyline."

This year the new Northbest: Ads of Minnesota event will coincide with the AdFed MN Silver Medal Awards and season kickoff. To learn more about the Silver Medal Awards, visit www.adfed.org.

For more information on the Minneapolis Downtown Council, its initiatives or the upcoming event, visit www.downtownmpls.com or follow @MplsDowntown on [Facebook](#), [Twitter](#) or [Instagram](#) using the hashtag #DowntownMpls.

About the Minneapolis Downtown Council:

Founded in 1955, and one of the most historic central business associations in the nation, the Minneapolis Downtown Council (MDC) is a membership-based entity that works to create an extraordinary downtown. The MDC's collaborative developments of *Intersections: The Downtown 2025 Plan* was designed to help downtown businesses, community leaders and citizens build on downtown assets and implement future goals. For more information, please visit DowntownMpls.com.

About AdFed:

Advertising Federation of Minnesota [AdFed] is a non-profit, professional trade organization that serves the Minnesota advertising community including agencies, advertisers, suppliers and students. AdFed is part of The American Advertising Federation [AAF], the nation's oldest national advertising trade association. AdFed of Minnesota members volunteer their time and talents to plan and execute community events that are overseen by a board of directors. AdFed offers networking opportunities, seminars, speaker presentations and other fun and industry-focused events. AdFed celebrates the Twin Cities' market strength and the global impact that our community makes through leading brands, creative advertising campaigns and sound business practices. For more information about AdFed, visit <http://www.adfed.org>.

About Northbest: Ads of Minnesota:

Northbest: Ads of Minnesota is an event produced by the Minneapolis Downtown Council in partnership with AdFest MN and the [Intersections: The Downtown 2025 Plan](#)'s Downtown Experience Committee. The name Northbest: Ads of Minnesota was developed by local agency Periscope. Northbest offers a chance for the local community to celebrate the vision of our creative community, which accounts for roughly 65,000 jobs within our local workforce. The event itself aligns with *The 2025 Plan*'s vision for creating a consistently compelling downtown experience. For more information on *The 2025 Plan*, visit www.2025plan.com or follow along on social media using the hashtag #2025Plan.

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