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**DAVINCI**  
DIRECT

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## **DAVINCI STRIKES GOLD THREE TIMES AT NE AWARDS SHOW**

**PLYMOUTH, MA, April 13, 2007** – DaVinci Direct walked away with four awards – three of them Gold – at the Annual New England Direct Marketing Association (NEDMA) Awards last night. The NEDMA Awards Show is one of the largest and most highly respected regional shows of its kind in the country.

“We won in several different categories,” says Steve Maggio, DaVinci’s president and chief creative director, “which I think shows the depth and breadth of our creative talent – for both non-profit and commercial work. I am very proud of our team.”

The categories in which they took the gold include best Print Ads, Print Ad Campaign and “Other Media” – for a DaVinci poster used at a DMA conference. All three creative entries were part of multi-media self promotional campaign using the Mona Lisa as the primary visual. The fourth Award was a bronze in the “Most Innovative Direct Mail Format” category for a seed package the agency did for its non-profit client, the Rhode Island Community Food Bank.

Maggio adds, “We’d only been in business for a year or so at the time these pieces were created, so I think we’re off to a pretty good start.”

DaVinci Direct is a Plymouth, MA based full-service direct response agency specializing in fundraising and marketing.

For more information about DaVinci Direct, please contact Steve Maggio at (508) 746-2555, extension 11, or via e-mail at [steve@davinci-direct.com](mailto:steve@davinci-direct.com).