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**Friends of BARC named AMA Houston Marketer of the Year
Best in Category winner**

AAF-Houston Public Service client, Friends of BARC has been recognized as the top Houston Social Services Marketer of 2010 by the American Marketing Association's Houston Chapter. The Marketer of the Year 2010 Best of Category winners were determined by a vote of AMA Houston members combined with votes from a distinguished panel of local marketing practitioners and educators. Over 200 companies, organizations and institutions were nominated.

As winner in its category, Friends of BARC will compete against 41 other category winners in AMA Houston's 2010 Marketer of the Year program. A panel of marketing leaders from outside the Houston area will review information submitted by category winners to select Houston's 2010 Marketer of the Year. The Best of Category winners will be honored at an event on March 7, 2011 at the Alley Theatre during which the 2010 Marketer of the Year will be revealed.

Friends of BARC was selected by the American Advertising Federation-Houston last year to be the recipient of a full scale pro-bono advertising campaign that includes radio, television, print and outdoor boards. The initiative, headed by Dwight Douthit, of Douthit Design Group also included a new logo, web site, collateral and social networking marketing tools for the volunteer group that supports the city of Houston animal shelter.

"Friends of BARC has benefited from an increase in awareness, leading to more adoptions and donations as a result of the campaign" says Douthit. "It has been endorsed by our mayor and city council and received medals from the AAF-Houston ADDYS, the Art Directors Club of Houston and was awarded the G. D. Crain Award by the American Advertising Federation national organization".

For more information about AMA Houston's Marketer of the Year, please visit www.amahouston.org. To learn more about Friends of BARC please visit www.friendsofbarc.org.