



NAPLES CHILDREN
NCEF
& EDUCATION
FOUNDATION

NAPLES CHILDREN & EDUCATION FOUNDATION SPECIAL EVENT CAMPAIGN COLLATERAL RECOGNIZED WITH THREE GOLD ADDY AWARDS

NAPLES, FL (February 23, 2022) - The Naples Children & Education Foundation (NCEF), founders of the Naples Winter Wine Festival (NWWF), announced that special event campaign collateral from the 2022 Festival has been awarded three Gold ADDY Awards as well as the “Best of Collateral” Award from the American Advertising Federation (AAF)-Southwest Florida Chapter.

Created for NCEF by Sherri Morrison Creative Design, the printed materials supported the 22nd annual NWWF themed “Rise Up: Twenty Twenty Together” on January 28-30, 2022, showcasing the finest food, wine and incredible live auction lots. The entry now moves on to the second tier of competition where it will compete against other Gold ADDY winners across Florida.

The American Advertising Awards is the industry’s largest and most representative competition, attracting nearly 30,000 entries every year in local competitions. The awards recognize and reward the creative spirit of excellence in the art of advertising. A Gold ADDY honors the highest level of creative excellence and is judged to be superior to all other entries in the category.

Conducted annually by the AAF, the local tier of the American Advertising Awards is the first of a three-tier, national competition. Concurrently, across the country, local entrants vie to receive an ADDY Award - recognition as the very best in their markets. Then, local ADDY winners compete against winners from other local clubs in one of 15 district competitions. Finally, district ADDY winners are forwarded to the third tier, the national stage of the American Advertising Awards.

The 2022 NWWF attracted over 600 attendees who came together under the big tent just outside The Ritz-Carlton Golf Resort, Naples to bid on 43 unique, one-of-a-kind auction lots, raising a record of nearly \$23 million for underprivileged and at-risk children in Collier County. This brings the total amount raised by the NWWF to nearly \$245 million since its inception in 2001.

All proceeds support more than 50 of the most effective nonprofit organizations in the community and provide more than 275,000 local children with the services and resources they need to excel.

#

About Naples Winter Wine Festival

The Naples Winter Wine Festival, one of the world's most prestigious charity wine auctions, offers a weekend of unforgettable memories. Guests enjoy world-class food and wine during intimate dinners in private homes and are invited to bid on once-in-a-lifetime travel and wine experiences during an electrifying live auction. Since its inaugural event in 2001, the NWWF has raised nearly \$245 million, making a profound difference in the lives of hundreds of thousands of children.

About Naples Children & Education Foundation

The Naples Children & Education Foundation, the founding organization of the Naples Winter Wine Festival, is improving the educational, emotional and health outcomes of underprivileged and at-risk children. Through its annual grants and strategic initiatives, NCEF has impacted more than 50 of the most effective nonprofits in the community, providing more than 275,000 children with the services and resources they need to excel. NCEF's unique approach, which emphasizes collaboration between organizations and bridges public and private resources, has become a blueprint for how to transform a community, one issue at a time.

For additional information on the Naples Children & Education Foundation or the 2022 Naples Winter Wine Festival and/or related news, please visit www.NaplesWineFestival.com.

#