

# AUGUST LANG HUSAK

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## **AUGUST LANG & HUSAK GRABS GOLD, SILVER AND BEST OF PRINT AT 2014 AMERICAN ADVERTISING AWARDS**

### **Focus on Advocacy Campaigns Wins Big for Agency and Client**

“We believe that every marketing campaign should reflect a company’s highest values.”

Mike August, Principal and CEO

**Bethesda, MD, March 20, 2014:** Strategic re-branding of the 23-year old Bethesda, MD advertising and PR firm paid off at the 2014 American Advertising Awards Gala in Washington, DC. August Lang & Husak (AL&H) took home some “precious metals” along with a Best of Print – all delivering the agency’s branding commitment to improving the human condition. Advocacy campaign wins for AL&H client, The American Academy of Orthopaedic Surgeons (AAOS), included a Silver ADDY® for a TV Public Service Announcement demonstrating the benefits of mobility on relief from chronic bone and joint pain. The AL&H print ad, illustrating the value of orthopaedic care to the American workforce, won a Gold ADDY® as well as the coveted Best of Print.

“We’re an agency with a unique perspective,” said Mike August, principal and CEO. “We believe that every marketing campaign should reflect a company’s highest values as a clear depiction of the kind of company that’s behind the message. AAOS is that kind of organization, one with the values that gave us the opportunity to tell a very important story about the vital role of orthopaedics in improving the human condition. Marketing with a mission is a direction we have chosen to pursue. We are pleased to see our creative work and dedication to advocacy honored by the DC Ad Club,” said August.

Since 1992, August, Lang & Husak has consistently delivered an elite level of strategic and creative excellence to a roster of high profile local, national and international brands, garnering the industry’s highest awards for marketing achievement. AL&H serves a broad range of specialties, including health care, media groups, B2B companies, non-profits, and package goods. On the GSA list, AL&H also has a portfolio of benchmark campaigns for the Federal Government. AL&H Principals are Mike August, Bill Lang and Chuck Husak.