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FOR IMMEDIATE RELEASE:

CHATEAU SCORES A WIN IN THE SUMMIT INTERNATIONAL AWARDS

Bellevue, WA – GA Creative, a graphic design and marketing firm, has been honored by the Summit International Awards for a multi-media campaign for Communities In Schools of Washington (CISWA) and a print campaign for Chateau Retirement Communities.

The “Be a Hero” campaign for CISWA – featuring Seattle Seahawk’s Shaun Alexander and designed to recruit volunteer mentors for students – was a dramatic mix of billboard, cinema, print and television advertising coinciding with January 2008’s National Mentoring Month and continuing throughout the the year. The materials for Chateau Retirement Communities, including brochures and direct mailers, were part of an upbeat multi-media campaign introducing Chateau St. Laurent, a new Continuing Care Retirement Community located in Bothell, to older adults.

“We are privileged to have such a wide variety of work,” says Marlice Gulacsik, principal at GA Creative. “We not only get to help kids succeed in school and older

adults find new inspiration and peace of mind, we get to stretch our creative talents in new ways.”

About GA Creative

Bellevue-based GA Creative, Inc. is a strategic design and marketing firm that helps organizations solve brand identity and market relations challenges. Established in 1984, GA Creative is one of the largest firms in the region according to the *Puget Sound Business Journal* list of graphic design firms, and was named by the Bellevue Chamber of Commerce as an Eastside Small Business of the Year. For more information, visit www.gacreative.com.

About the Summit International Awards

The Summit Creative Awards recognizes and celebrates the creative accomplishments of small and medium sized advertising agencies and other creative groups with annual billings of \$30 million or less. Over fifteen years, the competition has established itself as the premier arbiter of creative excellence for firms of this size. The Summit International Awards reviewed creative work from 25 countries in 2008.

About Chateau Retirement Communities

Chateau Retirement Communities provides luxury senior homes and upscale amenities for dining, fitness, recreation and socialization, in four communities throughout the Puget Sound Region. It is locally owned and family operated, and prides itself on its well-trained, caring staff. For more information, visit www.chateau-retirement.com.

About Communities In Schools of Washington

Communities In Schools (CIS) began operating in the Puget Sound area in 1991 to bring to schools social services and one-on-one mentoring to help children achieve their highest potential, academically and in life. Today, 12 CIS organizations around Puget Sound help more than 20,000 students. For more information, visit www.ciswa.org.

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If you have questions about Chateau Retirement Communities, or to schedule an interview, please call Adam Conley at 206.406.1626 or e-mail adam@chateaulc.com.

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