



Proclamation

In Recognition of

Ad Month

WHEREAS, Ad Month 2015 recognizes all facets of advertising in Hawai'i with open houses, portfolio reviews, workshops, socials, and speakers; and

WHEREAS, Ad Month 2015 events and activities are facilitated by the Hawai'i chapter of the American Advertising Federation (AAF Hawai'i), and hosted by members of AAF Hawai'i, American Advertising Federation District 13, Ad2 Honolulu, and the Hawai'i Chapter of the American Institute of Graphic Arts; and

WHEREAS, Ad Month 2015 promotes interactions between advertising professionals and students, between advertising agencies and businesses, between media vendors and clients, and between consumers and advertising; and

WHEREAS, Ad Month 2015 events and activities are open to the public with an emphasis on student participation; and

WHEREAS, Ad Month 2015 provides an arena by which all members of the advertising community can work together for the common goal of creating a stronger industry;

THEREFORE I, DAVID Y. IGE, Governor, and I, SHAN S. TSUTSUI, Lieutenant Governor of the State of Hawai'i, do hereby proclaim October, 2015 as

"AD MONTH"

in Hawai'i and encourage the citizens of the Aloha State to join us in recognizing and celebrating the advertising industry and its economic impact in Hawai'i.

DONE at the State Capitol, in the Executive Chambers, Honolulu, State of Hawai'i, on this twenty-fifth day of September 2015.

DAVID Y. IGE
Governor, State of Hawai'i

SHAN S. TSUTSUI
Lt. Governor, State of Hawai'i