Dear <Manager>,

We are excited to announce that **Creative Week**, brought to you by **The One Club for Creativity**, is only one month away! This five day festival of advertising, design and creative thinking, is set to take place in New York City from **May 8–12,2017**. We’ve extended an invitation to <Attendee> to take part in the action of Creative Week, and wanted to inform you about everything that will be happening.

Creative Week is anchored by four fantastic evenings of award shows: the **ADC 96th Annual Awards**, which honors the very best of craftsmanship in design, advertising, digital and motion graphics, will unfold on **Monday, May 8**; the **2017 Young Ones Awards** and **the ADC Annual Student Awards** shine the spotlight on the college-aged superstars of our annual student competitions, who will be feted on **Tuesday, May 9**; the **2017 One Show**, one of the premier advertising, design and new media awards, will celebrate ground breaking work and highlight trends over two nights — **Wednesday, May 10** and **Friday, May 12**. <Attendee> will be inspired by this year’s winning work. If your company is among those receiving a coveted One Show Pencil or ADC Cube that week, why that’s even more of a reason for <Attendee> to be in attendance!

Lest you think that Creative Week is only about the awards, there are other ways for <Attendee> to be engaged and enlightened.There are walking typography tours around New York and special events at MOMA in addition to Thursday’s **Creative Summit** featuring creative leaders and visionaries in keynotes and panel discussions designed to make you think about your place in this industry’s future. The Creative Summit speakers list includes such names as **Nick Law,** Vice-Chairman & CCO of **R/GA**; Michel Laprise from Cirque du Soleil, **Christine Cattano**, Global Head of VR at **Framestore**; and advertising icon and ADC and One Club Hall of Fame laureate **George Lois**. Throw in a brainstorming workshop, a showcase of the latest in virtual reality, and a cocktail reception to close out the day, and the Creative Summit will prove to be a jam-packed day of inspiration for <Attendee>.

Tickets and information for the various elements of Creative Week, as well as more inclusive passes, can be found at http://www.oneclub.org/creativeweek/

Best,

Kevin Swanepoel | Chief Executive Officer
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