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### Bay Area's Hellbent Marketing Wins Multiple 2010 American Graphic Design Awards

*Redwood City Marketing and Design Company Led by New NAWBO-SV President Deborah Shea Wins 2010 Design Awards for Pamela's Products, Rumba Dessert and Peninsula Symphony Designs*

**REDWOOD CITY, CA, October 20, 2010** —Hellbent Marketing, an award-winning international marketing and design firm based in Redwood City, Calif., has won three prestigious 2010 American Graphic Design Awards for client work in both the food and entertainment industry categories. Judges reviewed more than 8,000 entries this year, selecting an exclusive 15 percent for award consideration. The American Graphic Design Awards has been the flagship competition of *Graphic Design USA* magazine, celebrating well-designed graphics and to "recognize the power of design to advance the brand and forge an emotional link with the buyer."

"We are proud to serve as a business partner for companies seeking to enhance their brand with creative marketing solutions," said Deborah Shea, Hellbent Marketing CEO and president. "Our team consistently strives to exceed the expectations of our clients, and the result is packaging designs and collateral materials that get attention."

Hellbent Marketing received awards for:

- **Pamela's Products: Cheesecake Belly Bands:** A unique packaging design solution that integrates product visibility for the consumer with vivid color and shape for brand definition.
- **Peninsula Symphony 2010-2011 Season Brochure:** A high-impact events brochure with a unique shape and a sophisticated design, this brochure features high-quality, glossy pages that provide an overview of the Symphony's lineup of concerts for its 62<sup>nd</sup> Season.
- **Rumba Desserts - Rumba Desserts Packaging** A new frozen dessert pint design that uses stunning floral photography and compelling content to introduce a line of Peru inspired fruit flavors.

This is the fourth consecutive year that Hellbent has won the American Package Design Award. In 2009 Hellbent received the award for its packaging of San Jose client Silver Moon Dessert's artisan ice cream and sorbet line; received 7 awards in 2008 and 5 in 2007.

"We are thrilled with our new season brochure and are not surprised it won this award. With its beautiful color and unique design the brochure presents our symphony events as the place to be," said Steve Carlton, Executive Director, Peninsula Symphony. "Even in these difficult economic times, we feel our brochure has assisted in actually increasing our yearly subscriptions. How could you ask for anything better than that?"

Deborah Shea, recently named president of the National Women Business Association Silicon Valley (NAWBO-SV) is a member of the Silicon Valley Capital Club and currently sits on the Board of Directors for the Peninsula Symphony.

#### ABOUT HELLBENT MARKETING

Hellbent Marketing is an award-winning, full-service marketing and interactive services firm representing food industry, manufacturing, entertainment, education, energy, financial, luxury marketing, professional services, technology, telecommunications and retail. Since its inception in 2003, the agency continues to be recognized as one of the strongest forces of creative advertising in the region with services including Marketing Communications, Advertising, Annual Reports, Newsletter on-line templates, brand development, package design, website design/analytics and printing. [www.hellbentmarketing.com](http://www.hellbentmarketing.com)

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