



For Immediate Release

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DAN DUVAL RECEIVES UNSUNG HERO AWARD FROM NEWBURYPORT CHAMBER OF COMMERCE

(AMESBURY, Mass., October 20, 2009) – The Newburyport Chamber of Commerce recently presented its Unsung Hero Award to Dan Duval, Creative Director and CEO of McDougall & Duval Advertising in appreciation for the “Newburyport, Love at First Sight” summer promotion that the agency created. Duval also received a letter of appreciation from Mayor Thomas Moak of Newburyport. The “Newburyport, Love at First Sight” campaign was designed to increase tourism to Newburyport by residents of the Greater Boston area. In addition to strategic advertising around downtown and in targeted regional media, the campaign featured local shuttle service from the local MBTA station to Newburyport and Plum Island, allowing tourists to visit using convenient and cost-effect public transportation.

“It was a great experience working with Dan and the rest of the team at McDougall & Duval,” says Ann Ormond, President of Newburyport Chamber of Commerce. “This promotion helped drive Newburyport’s tourism traffic, despite poor economic and weather conditions this season. The professionalism, talent and swift work delivered by the agency were invaluable throughout this project. ”

The award and letter were presented by Ormond and Moak to Duval and the agency staff at a private reception held at Josephs Winter Street Café in Newburyport.

ABOUT McDOUGALL & DUVAL ADVERTISING

McDougall & Duval Advertising is an independent advertising, marketing and public relations agency that serve as a strategic business partner to help clients gain market share. Known for the creativity of its concepts and the award-winning campaigns it delivers, the firm combines big ideas that challenge conventional wisdom with proven promotional strategies. One of the few remaining independent agencies in New England, McDougall & Duval has worked with companies in the banking and finance, tourism,

McDougall & Duval Wins Unsung Hero Award

education, manufacturing, technology and entertainment industries. For more information, visit www.mcdougallduval.com.

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