



**FOR IMMEDIATE RELEASE**

**MEDIA CONTACT:  
Gwen Robinson, 404.892.2931 x292**

**IMAGES USA WINS BRONZE ADDY AWARD FOR AMTRAK'S  
"FIND YOURSELF" CAMPAIGN**

**Atlanta, GA** – IMAGES USA, the largest multi-cultural marketing agency in the Southeast, is the recipient of a 2012 Bronze ADDY Award for their Amtrak "Find Yourself" campaign. The ADDY Awards are presented annually to agencies that exude excellence in the art of advertising, and is the industry's largest and most respected competition attracting over 50,000 entries per year.

IMAGES USA President and CEO Bob McNeil commended the agency's award winning creative team for the stellar achievement. "It is always rewarding when your work is recognized and validated by industry peers, said McNeil. "IMAGES is very fortunate to have a group of professionals with such bright, innovative and creative minds on our staff. We applaud our creative team and thank the ADDY Awards for this outstanding honor."

"It's very gratifying when an agency wins an award in recognition of your brand, said Darlene Abubakar, Amtrak's national director of advertising. "Amtrak's 'Find Yourself' campaign helped us connect with consumers and educate them about our brand in a way that was relevant and engaging. We congratulate IMAGES for this outstanding achievement."

According to IMAGES USA Creative Director Shawn Arthur, "Riding the train is truly a unique experience compared to traveling by airline or automobile. You've got amenities like big comfortable seats with plenty of legroom, a dining car with great food, power outlets and fewer luggage restrictions, to name a few. It's this experience that allows you to 'Find Yourself' enjoying your travel on the way to your destination. In developing this campaign, our team focused on accentuating the brand tagline, 'Enjoy the journey'.

IMAGES USA is a leading full-service multicultural marketing communications agency headquartered in Atlanta, Georgia. Founded in 1989 by Robert (Bob) McNeil, IMAGES offers marketing expertise to clients wanting to reach, motivate and influence African-American, Hispanic, Asian and LGBT consumers. The agency's client roster includes, Amtrak, Brown-Forman, KFC, Sara Lee, AARP, Susan G. Komen, Teach for America and Scientific Games. The agency currently ranks No. 4 on Advertising Age's list of Top African American advertising agencies, No. 2 on Black Enterprise Magazine's List of Top African American advertising agencies, No 20 on Top Hispanic advertising agencies, and has won

over 100 creative honors. For more information on IMAGES USA, including award-winning work and opportunities, visit [www.imagesusa.net](http://www.imagesusa.net) or follow our blog on [www.multiculturalmarketing.com](http://www.multiculturalmarketing.com).

### **About Amtrak®**

Celebrating 40 years of dedicated service as America's Railroad<sup>sm</sup>, Amtrak is the nation's intercity passenger rail provider and its only high-speed rail operator. A record 28.7 million passengers traveled on Amtrak in FY 2010 on more than 300 daily trains—at speeds of up to 150 mph (241 kph)—that connect 46 states, the District of Columbia and three Canadian Provinces. Amtrak operates trains in partnership with 15 states and four commuter rail agencies. Amtrak also is a strong financial performer, achieving an 85 percent cost-recovery ratio in FY 2010. Enjoy the journey<sup>sm</sup> at [Amtrak.com](http://Amtrak.com) or call 800-USA-RAIL for schedules, fares and more information. Join us on [facebook.com/Amtrak](https://facebook.com/Amtrak) and follow us at [twitter.com/Amtrak](https://twitter.com/Amtrak).

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