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For additional information, contact:
Tricia Jaworski
Morningstar Communications
913.660.9659
tjaworski@morningstarcomm.com

Katy Briggs
Willoughby Design
816.561.4189 x11
kbriggs@willoughbydesign.com

**Willoughby Design Wins Big at
*Print Magazine's 2009 Regional Design Annual***
Kansas City ranks sixth in nation for award-winning work

KANSAS CITY, Mo. – Local design and innovation firm, Willoughby Design, took home three design awards in *Print* magazine's prestigious 2009 Regional Design Annual. In addition, Kansas City ranked sixth in the nation for total number of winning entries, landing just behind Seattle and Dallas.

Every year, *Print* showcases design excellence from hundreds of entries across the country in its Regional Design Annual. Willoughby Design won awards recognizing packaging created for clients, Organicare and New Leaf Paper, as well as an award for its own 30th anniversary promotional materials.

"It is an honor to be recognized among this distinguished group of designers," Ann Willoughby, Willoughby Design's president and chief creative officer said. "Our commitment to design thinking, sustainable design and social responsibility is reflected in everything we do and we're proud of the recognition our work received in the 2009 Regional Design Annual."

Organicare and New Leaf Paper each approached Willoughby Design with the challenge of creating environmentally responsible product lines and packaging that exhibited a sense of style.

For Organicare, the first complete USDA-certified line of organic skincare products, Willoughby Design created earth-friendly, luxury packaging that allowed the skincare line to compete at upscale cosmetic counters, yet stay true to its earth-focused mission. Its packaging is Forest Stewardship Council (FSC) certified and all the paperboard comes from responsibly managed forests through replanting and careful harvesting.

New Leaf Paper faced the challenge of presenting environmentally friendly paper as a stylish choice for consumers. The Willoughby Design Innovation Lab created packaging for New Leaf Paper's personal stationery, school supplies and commodity office products using design thinking philosophies to compete with non-recycled mainstream brands.

For its 30th anniversary, Willoughby Design took a unique approach with their own event materials for the firm's 30th birthday celebration. The firm's creative theme design, party favors and invitation joined the company's client work in receiving honors from *Print* magazine.

Kansas City walked away with a total of nine awards representing the Midwest region. The award-winning work ranged from identity and package design to posters and self-promotional materials.

"It was an impressive showing for Kansas City this year," Katy Briggs, vice president, brand strategy for Willoughby Design said. "We congratulate all Kansas City award winners for their excellence in design."

About Willoughby Design

Willoughby Design is a strategic brand design and innovation firm. Founded in 1978, the company lists among its clients Hallmark, Peruvian Connection, Hershey's, Wonder Bread, United Nations and the Kauffman Foundation. The Kansas City-based firm is a member of AIGA, the professional association for design, and the American Advertising Federation. Willoughby is also a certified Women Owned Business. More info: www.willoughbydesign.com.

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