

# The Firefly Group Shines Bright After Receiving Eight ADDY Awards

The Firefly Group, a public relations, marketing and community outreach firm in Palm City, was honored with eight ADDY awards from the Advertising Federation of the Treasure Coast. The awards were presented at the Lyric Theater during the Federation's annual awards ceremony on March 4.

Stacy Ranieri, president, founder and chief illuminator of The Firefly Group, is proud to announce that the firm brought home two gold and six silver ADDY awards. Firefly was recognized with gold for the production of the 2010 Florida Ranches Calendar. The calendar captures a unique look at the generations of environmental stewardship that have occurred on cattle ranches throughout the state and the critical role they play in honoring and preserving Florida's agricultural and cultural heritage. A gold ADDY award was also presented to The Firefly Group for the development of communications collateral for the Miami Corporation's Farmton Tree Farm. The Farmton Plan is one of the largest conservation opportunities in Florida's history, permanently preserving more than 43,000 acres of natural habitat and wildlife corridors in Volusia and Brevard counties.

"Doing great work for our clients to achieve successful outcomes for them is our first priority. Being recognized by our colleagues within the communications industry for our work is the icing on the cake," remarked Firefly's Chief Illuminator Stacy Ranieri.



*The Firefly Group was recognized with eight awards at the annual Treasure Coast Advertising Federation ADDY Awards gala. Left to right: Nancy McCarthy, Rob Ranieri, Jennifer Whiting, Melissa Zolla, Stacy Ranieri and Jessica Layne.*

Firefly also received three of the six silver ADDY for the Oyster Reef Restoration Project in the areas of logo identity, Web site design and collateral materials development. The project, funded by NOAA as part of the American Recovery and Reinvestment Act of 2009, is restoring oyster habitat in the St. Lucie Estuary and Loxahatchee River. The Firefly Group was also presented with silver ADDYs for the Treasure Coast Wildlife Center's newsletter, logo design for Alico Land Development's Winslow's Pointe community and a Fact Sheet for Miami Corporation's Farmton Tree Farm.

The American Advertising Awards is the advertising industry's largest and most representative competition, recognizing creative excellence and the very best advertising. Conducted annually by the American Advertising Federation, the local ADDY Awards Competition is the first tier in a three-tiered national competition.

The Firefly Group is a public relations, marketing and community outreach firm servicing businesses, nonprofit organizations and government agencies throughout Florida. With a focus on providing comprehensive, strategic and sustainable solutions, Firefly works with clients to identify opportunities to successfully meet their organizational and project goals and objectives. For more information call (772) 287-5272 or visit [www.fireflyforyou.com](http://www.fireflyforyou.com).