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**Herzing University Madison Graphic Design and Game Development Students Win**

**13 Silver ADDY Awards, 7 Midwest Game Fair Awards and 2 PlayExpo Awards**

### MADISON, WI (April 28, 2010) – Out of 31 Silver ADDY awards given for student entries at this year’s American Advertising Federation—Madison Chapter’s ADDY Awards, five Herzing University – Madison campus students scooped up 13 of them. Then, at the 2010 Midwest Game Fair, four students won seven high-profile awards, and at PlayExpo, a juried expo of interactive entertainment (electronic games), Herzing students won two “best of show” awards.

### The ADDY awards are the advertising industry’s largest and most representative competition, attracting over 50,000 entries every year in local ADDY competitions. Herzing University Madison students who won Silver ADDY Awards include:

* Jake Ruesch, a (2011 and Wisconsin Rapids, WI), for Easton Hockey Campaign, Volkswagen Annual Report, Volkswagen Packaging and Volkswagen Beetle Poster;
* Michael Beall, a (2010and Marshall, WI) who also won an award at PlayExpo, for Fanuma Illustration, Demoralizer Illustration, The Return Of The Norunan Illustration and Guardian Of The Swamp Illustration;
* Sieng Lee, a (2011 and Appleton, WI), for Promega DNA Brochure, Mad City Design Website and LG Annual Report;
* Ted Lauterbach, a (2011 and Boscobel, WI) who also won two awards at PlayExpo and two awards at the Midwest Game Fair, for Game Reel; and
* Leah Olson, a (2011 and Mason, WI), for LG Direct Mail.

### At the PlayExpo, held annually at UW-Whitewater, Herzing students submitted entries in two of the twelve categories and won both, beating students from UW-Madison, UW-Whitewater, the Indiana University MIME Program, and various other game schools and Top Ten Institutions. This was Herzing University’s first year entering the competition, and it was the only University to win more than one category.

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Ted Lauterbach won Best of Show in the Games for Fun category, and Michael Beall and Ted Lauterbach together won Best in Show in the Serious Games category. The judges included high-caliber gaming industry executives Gil Gribb, Senior Programmer at Raven Software; Veronica Gonzalez, Associate Designer at EA Entertainment; Harry Gottlieb, President of Jellyvision; James Portnow, CEO of Rainmaker Games; and Cory Barlog, writer and Director of the “God of War” series that has sold over ten million copies worldwide.

“Every winner of the PlayExpo’s Games for Fun category has gone on to work in the game design field, so this was a great achievement for our students to raise their profiles and increase their future employment opportunities,” said Don Madelung, Herzing University Madison Campus President. “The ADDY awards and Midwest Game Fair were also excellent opportunities for our students to really shine in front of key industry executives and potential future employers.”

At the 2010 Midwest Game Fair, students gained knowledge about the industry and job hunting strategies from industry guest presenters from Pixel Graffiti and Frozen Codebase, before showcasing their game development skills in competition. Herzing University Madison winners included:

* The Heatbees Team, Best 3D Game for Pawns of War and Best 2D Game for Wordstryker
* Ted Lauterbach, 1st place and Best in Show for Super Space Rouges and 1st place in Speed Concept Drawing;
* Karl Kujak, a (2010 of school and Lacrosse, WI), 1st place for Low Poly Model; and
* Adam Schultz, a (2010 of school and Marshfield, WI), 2nd place for Low Poly Model and 3rd place for Speed Modeling

Herzing University Madison boasts state-of-the-art classrooms and labs with the latest, most sophisticated equipment and technology available in its 40,000-square-foot facility specifically designed for the programs it offers in the fields of healthcare, business, technology, design/game development and public safety.

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**About Herzing University**

Herzing University encompasses 11 campuses in 8 states plus [Herzing University Online.](http://www.herzingonline.edu/) Founded in Milwaukee, Wis. in 1965, today the University offers career-focused education for master’s, bachelor’s and associate degrees and diplomas in the fields of healthcare, business, technology, design and public safety. Herzing University provides education to 7,000 students per year.

“Career-focused – Convenient – Caring” education is the motto Herzing University. Caring is an integral part of the culture, and faculty and staff are hired as much for that characteristic as for their credentials and experience. Convenience is illustrated by not only the student choice of resident, hybrid or online options, but also by block scheduling so there is no wasted time between classes. Herzing University is accredited by The Higher Learning Commission and is a member of the North Central Association; [www.ncahlc.org](http://www.ncahlc.org) or 800.621.7440. The Associate of Science in Legal Assisting/Paralegal and Bachelor of Science in Legal Studies are approved by the American Bar Association at the Atlanta and New Orleans Campus locations of Herzing University only. More information about Herzing University is available at: [www.herzing.edu](http://www.herzing.edu).

Information about Herzing University Madison is available at [www.herzing.edu/madison](http://www.herzing.edu/madison).

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