



Anne Bourdeaux  
404-812-1957  
[anne@meltatl.com](mailto:anne@meltatl.com)

**MELT, LLC Wins Two Prominent Awards for Outstanding Achievements!**  
*MELT bestowed with the USCA Best of Atlanta-Agency Award and a Silver International Davey Award!*

**ATLANTA, GA (November 30, 2010)**—**MELT LLC** (Marketing, Entertainment, Lifestyle, Trends), an Atlanta based, fully-integrated marketing agency announced today it has been honored with two prominent awards! For the second consecutive year, **MELT, LLC** has been selected for the 2010 Best of Atlanta Award in the Advertising Agencies category by the U.S. Commerce Association (USCA) as well as the Silver Davey International Award for the Coke Zero Countdown during the 2010 NCAA Men's Basketball Final Four!

The USCA "Best of Local Business" Award Program recognizes outstanding local businesses throughout the country. Each year, the USCA identifies companies that they believe have achieved exceptional marketing success in their local community and business category. These are local companies that enhance the positive image of small business through service to their customers and community. Nationwide, only 1 in 70 (1.4%) 2010 Award recipients qualified as Two-Time Award Winners. **MELT** was honored with the Two-Time Award in the Advertising Agency Category!

The Davey Awards is the largest and most prestigious awards competition exclusively for the "Davids" of creativity -- smaller marketing and advertising firms and agencies. Its trophy calls to mind a stone in a slingshot. The Davey is sanctioned and judged by the International Academy of the Visual Arts, an invitation-only body consisting of top-tier professionals from a "Who's Who" of acclaimed media, advertising, and marketing firms, including executives from organizations such as Condè Nast, Disney, Microsoft, Monster.com, and Polo Ralph Lauren.

Competition was high this year as the judging committee received more than 4,000 entries from creative firms around the world. **MELT** received the prestigious Silver Davey Award in the Promotion/Branding Category for conquering uncharted territory with "The Coke Zero Countdown", the first-ever live concert

-more-



streamed on Facebook during the NCAA Men's Basketball Final Four. **MELT** has also received other international accolades for this first time achievement.

"It is a tremendous honor to be recognized with these two very celebrated and distinguished awards," said Vince Thompson, President and CEO of **MELT**. "I am so proud of the entire **MELT** team and all of the accomplishments we've achieved as an agency and for our clients over the past year. These incredible accolades from both the Davey and USCA Awards judging panels has gives us great motivation to continue to raise the bar in 2011!"

#### **About MELT, LLC**

**MELT, LLC** (formerly Creative Presence Partners) is an Atlanta based, fully-integrated marketing agency offering clients advertising, original content development, digital, social media, event and experiential marketing, retail and consumer promotions, brand strategy and sports property evaluation and activation. Founded by CEO and President Vince Thompson in 2001, MELT represents major consumer brands and corporations including The Coca-Cola Company, Fox Sports, Avon, State Farm, Lance, and The Southeastern Conference. To learn more about MELT's clients, services and results, please visit the newly relaunched web site at [www.meltatl.com](http://www.meltatl.com).

#### **About U.S. Commerce Association (USCA)**

U.S. Commerce Association (USCA) is a New York City based organization funded by local businesses operating in towns, large and small, across America. The purpose of USCA is to promote local business through public relations, marketing and advertising.

The USCA was established to recognize the best of local businesses in their community. Our organization works exclusively with local business owners, trade groups, professional associations, chambers of commerce and other business advertising and marketing groups. Our mission is to be an advocate for small and medium size businesses and business entrepreneurs across America.

#### **About The Davey Awards:**

The Davey Awards exclusively honor the "Davids" of creativity, the finest small firms, agencies and companies in the world. David defeated the giant Goliath with a big idea and a little rock – the sort of thing small firms do each year. The annual International Davey Awards honors the achievements of the "Creative Davids" who derive their strength from big ideas, rather than big budgets. The Davey Awards is the leading awards competition specifically for smaller firms, where firms compete with their peers to win the recognition they deserve. Please visit [www.daveyawards.com](http://www.daveyawards.com) for more information.

-end-



3340 Peachtree Road, Suite 1920, Atlanta, GA 30326

O: 404.812.1957 F: 404.812.7072 [www.meltatl.com](http://www.meltatl.com)