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HOERNER WINS SILVER MEDAL AT NATIONAL ADDY AWARDS

August 30, 2018



Shelly Hoerner, a 2018 Lindenwood University graduate, has taken home a silver medal in the American Advertising Federation’s National ADDY Awards.

Hoerner, who graduated with a Bachelor of Fine Arts in graphic design and minors in advertising and interactive media and web design, entered the ADDYs in St. Louis, winning locally and at the district level before moving on to nationals.

“Since I have been chairing the program, this is our first national ADDY,” said Dr. Kristy Tucciarone, chair of the advertising and strategic communications program.

Hoerner’s award was in the Consumer Campaign category for her Design for Accessibility Exhibition, which was her BFA project. The competition was in June in Chicago.

The focus of the project is to graphically illustrate the challenges faced by disabled individuals in public spaces and at home. She was inspired to create the project by her brother, who relies on a wheelchair.

“I have always wanted to call attention to the little things people with physical disabilities, especially those with wheelchairs, have had to adjust to and the opportunities for improvement, specifically in public spaces,” Hoerner said.

Hoerner said her success with the exhibition has been especially gratifying because of her personal connection to the issues it addresses.

"I never would have imagined how far this school project would go, especially one that I feel so passionately about," Hoerner said. "And to have this campaign recognized on a national level among the best creative professionals was really exciting."

Photo cutline: Shelly Hoerner with her Design for Accessibility Exhibition, which won a national ADDY Award from the American Advertising Federation.