



the professional association for design

Effective Immediately

Media Contact: Donald W. Savoie, Executive Director
AIGA San Francisco
415.626.6008 | don@aigasf.org

SAN FRANCISCO | AIGA San Francisco, the professional association for design, has issued a call for entries for a new graphic design competition celebrating the work of designers who set out to positively impact our society and communities. The entry deadline for the competition - cause/affect - is November 9, 2007.

All design work entered in the competition must promote or support social good and actively engage in enriching our lives. All we ask is that it doesn't contribute directly to the profit of a commercial organization. Work must have been produced between January 1, 2000 and October 31, 2007 (we're going back a few years this first time).

"So often designers work on pro bono projects, or other projects for good causes, in isolation. In our professional lives we can get the feeling we are sneaking a non-profit client in through the back door, as we strive to meet our other professional obligations. This design competition offers the ideal forum for the design community to officially recognize, as well as get together to celebrate, the kind of work which often doesn't get the attention it deserves," says Amy Gustincic, AIGA SF President.

All entries will be seen by a jury comprised of some of the country's top creative professionals, art directors, and socially conscious business professionals. Selected work will be showcased on the competition web site, and at the cause/affect awards ceremony, held at the AIGA SF office, December 4, 2007. We will also be conducting an online "People's Choice Award," with voting taking place on the cause/affect site between November 12 and December 4, 2007.

For entry forms, and more information, please visit: www.aigasf.org/causeaffect

Contacts:

Donald W. Savoie, AIGA SF Executive Director
don@aigasf.org | 415.626.6008
AIGA San Francisco | 130 Sutter Street, Suite 600 | San Francisco, CA 94104

Alice Bybee
AIGA SF Social Impact Co-Chair
causeaffect@aigasf.org
415.860.2480

Matt Cooke
AIGA SF Social Impact Co-Chair
causeaffect@aigasf.org
415.227.9975 (x302)

About AIGA SF

Our Mission: What is the Purpose of AIGA SF?

Our organization celebrates design and provides unparalleled opportunities for networking within the local design community and a variety of resources to advance professionalism and broaden knowledge. Our events stimulate discourse and enrich our collective experience of design.

Our Position: How is AIGA SF Unique?

A national organization founded in 1914, AIGA is the largest and most esteemed design association in the US. As part of the San Francisco chapter, members are part of a diverse group of more than 1,300 Bay Area professionals who carry on the region's incomparable legacy of design excellence.

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