



December 20, 2021

TO: DOMINIQUE BRAVO, GENERAL MANAGER

RE: MESSAGE FROM THE 2021 AMERICAN GRAPHIC DESIGN AWARDS™

I want to call attention to **TDA_BOULDER** and their award-winning performance on your behalf in our 58th anniversary American Graphic Design Awards™. From more than 11,000 entries, only a small handful of design projects — including your **CANYON CANNABIS-INFUSED PRODUCTS PACKAGE DESIGN** — were selected as winners. This performance is, in a nutshell, exceptional. But this is not surprising given TDA_Boulder's outstanding and consistent record of creative and strategic excellence.

Moreover, **CANYON CANNABIS-INFUSED PRODUCTS** is in great company in this uniquely challenging year.

Other organizations and brands whose design agencies and creative departments are winners in this year's competition include AARP, AFLAC, American Bar Association, Amazon, Baltimore Votes, Bank of America, Bass Pro Shops, Booz Allen, Black & Decker, Brigham & Women's, Centers For Disease Control (CDC), Citibank, Clorox, Colgate-Palmolive, Colorado State Capitol, Craftsman, Crayola, Dannon, Del Monte, Detroit Symphony, Equifax, European Union (EU), Federal Deposit Insurance Company (FDIC), Fujitsu, GAF, Harvard Law School, Hershey Company, Hewlett Packard, Hollywood Chamber of Commerce, H&R Block, IBM/Red Hat, John Deere, JM Smucker, Kaiser Permanente, Kraft/Heinz, Los Angeles Dodgers, Lysol, Kroger, Lowe's, Major League Baseball, Martha Stewart, McDonald's, Memorial Sloan Kettering, Merck, National Basketball Association (NBA), National Football League (NFL), National Institutes of Health (NIH), Navy SEAL Foundation, Noralco, 911 Memorial Museum, Penguin Random House, Pepsi Design & Innovation, Rainforest Alliance, Revlon, Ricola, Seattle Seahawks, Smithsonian Institute, Switzerland Tourism, United Way, United Nations, University of Southern California, US Olympic Committee, US Postal Service, Wild Turkey, and other leaders.

By way of background, Graphic Design USA (GDUSA) has been the news and ideas magazine for creative professionals since 1963. Our flagship awards program is nearly six decades old and honors the power of design to shape commerce, culture and causes across all media.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Gordon Kaye', is written over the word 'Sincerely,'.

Gordon Kaye, Editor

cc: TDA_Boulder