



MEDIA RELEASE

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Contact:

Andrew Loos, Managing Partner
p. 323.454.4472 x224
f. 415.651.9291
andrew@attackmarketing.com

Attack! wins Communicator Award for Social Media Promotion: *Underground Book Club*

Los Angeles, CA – June 15, 2011 - Attack! brings home the 2011 Gold Communicator Award for “Best in Online Advertising and Marketing through Social Media.”

Celebrating its 17th year, the Communicator Awards lead the way in honoring creative excellence for Communications Professionals. The Gold Award of Excellence is the highest honor, providing winners and their clients recognition and validation for their outstanding work.

“We are thrilled to have been chosen for the Gold Award of Excellence,” states Andrew Loos, Managing Partner and Co-Founder of Attack!. “It’s an honor to be recognized as an innovator within the social media space. Wait until you see what’s next.”

Attack! is recognized by the International Academy of the Visual Arts and the Communicator Awards for their standout social media program, Social Underground: [Underground Book Club \(UGBC\)](#), built for Karen Essex and Doubleday Books to increase awareness around the novel, “Dracula in Love.”

As featured on [PSFK](#) and [Springwise](#), the UGBC creates online buzz for authors and publishing companies by harnessing the interactive power of Attack!’s 70,000+ registered online brand ambassadors. Integrating online social networking, multi-media reader/author/character interaction and deep tracking of all generated media, Attack! creates unforgettable reading experiences for readers and authentic online buzz for new books.

“I expected success, but have been blown away by how the campaign elicited a wholly genuine response from the participants,” said Karen Essex, Attack! client and author of *Dracula in Love*. “I will never launch a book again without Social Underground.”

The Communicator Awards are presented in six disciplines with more than 9,000 entries submitted for consideration. Details about the Communicator Awards and the list of winners are available at [www.communicatorawards.com](#). For more information about Social Underground, visit [www.socialunderground.com](#).

About Attack!

Attack! develops and executes successful brand experiences. Since 2001, we have built our name on a full spectrum of field services, delivering the best in nationwide event staffing, experiential marketing services and logistical support. <http://www.attackmarketing.com>.

About the Communicator Awards

The Communicator Awards is the leading international awards program honoring creative excellence for Communications Professionals. Founded by communication professionals over a decade ago, The Communicator Awards receives over 9,000 entries from companies and agencies of all sizes, making it one of the largest awards of its kind in the world. www.communicatorawards.com.

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