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**ARIZONA SCIENCE CENTER ADS HONORED
WITH NATIONAL AWARD FOR OUT-OF-HOME ADVERTISING**

Silver OBIE conferred for 'Never Stop Wondering' campaign created by Cramer-Krasselt

PHOENIX – Arizona Science Center and Cramer-Krasselt (C-K) were recently privileged to earn a Silver OBIE for the *Never Stop Wondering* branding campaign. The OBIES are the premier award recognizing excellence and creativity in out-of-home advertising in the US. This year, the Outdoor Advertising Association of America conferred only 11 Gold and 28 Silver OBIE awards nationally.

"*Never Stop Wondering* encourages Arizonans of all ages to question the world around them and explore how science affects the world around us," said Chevy Humphrey, president and CEO of Arizona Science Center. "We've been fortunate to work with Cramer-Krasselt, whose vision brought curiosity to life in this campaign."

Created pro-bono by C-K, *Never Stop Wondering* was designed to ignite interest in science well beyond the confines of a classroom or museum by posing fun, thought-provoking questions about everyday things, places and scenarios. The campaign's innovation was that the messages are incorporated into the medium in which they are presented. Appearing in unexpected places, including building rooftops, sidewalks and bathroom stalls, the questions will prompt people to find out more about the world around them.

"We're surrounded daily by science and natural phenomena, yet we rarely question how or why these things work or occur," said Ian Barry, SVP/executive creative director, C-K Phoenix. "In *Never Stop Wondering*, we highlighted questions about everyday occurrences to give Arizonans an approachable and fun way to experience science, while encouraging them to reconsider the role of science in their lives and ultimately discover more at Arizona Science Center."

About Arizona Science Center:

The mission of Arizona Science Center is to inspire, educate and entertain people of all ages about science. The Center, located at 600 E. Washington Street in downtown Phoenix, features more than 300 hands-on exhibits, live demonstrations, the state-of-the-art Dorrance Planetarium and a five-story IMAX® theater. For more information, visit www.azscience.org or call 602-716-2000.

About Cramer-Krasselt:

At C-K, our mission is simple: Make friends, not ads.® It's how we helped Corona surpass Heineken as the number one imported beer; drove Porsche to make 2012 the best sales year since 1986 and 35% ahead of that already in 2013; made Johnsonville Sausage sizzle with 6.5% growth amidst a category decline; and bumped Panera Bread's website visits more than 300% with the launch of a new campaign. Our friend-making mindset not only drives our ideas, it also drives our structure. We're built without silos or competing interests to truly tap into an ever-expanding range of disciplines, from advertising to SEM/SEO to social to analytics-whatever it takes to create compelling brand experiences. This philosophy has fueled our growth, making C-K the nation's second largest independent ad agency and placing us among the top 20 advertising and digital firms in the country with more than 500 employees and \$1 billion in annual billings. Headquartered in Chicago with offices in New York, Milwaukee and Phoenix, we represent major brands across virtually every industry, including: BRP (Ski-Doo, Sea-Doo, Evinrude), Cedar Fair Amusement Parks (Cedar Point, Knotts' Berry Farm and 10 others), Corona Extra, Edward Jones, Heinz (Ketchup, Smart Ones, Classico, Ore-Ida, Steam n' Mash), Johnsonville Sausage, Panera Bread, Porsche, Spice Islands and Vitamix. For more information, visit Cramer-Krasselt at www.c-k.com.

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