



## **Outside Editorial's Jeff Feruzzo, Peep Show's Andrea MacArthur Lead The Way In Ninth Annual Competition**

**CHICAGO**, April 24, 2010, ---Two editors tied for the most finalist entries--three--in the 2010 Association of Creative Editors (AICE) Awards: Jeff Feruzzo of Outside Editorial, New York; and Andrea MacArthur of Peep Show, New York. The AICE Awards competition--now in its ninth year--honor creative excellence in editorial, design and visual effects. Winners will be will be announced at the gala 2010 AICE Awards Show to be held on May 20 at the Field Museum in Chicago.

Feruzzo's three nominations are for: Heineken USA's (Dos Equis) "Treasure Chest" and "Jai Alai," both in the Comedy category; and a National Campaign finalist, also for the same two spots in combination with Dos Equis' "Self Defense." All three commercials came out of Euro RSCG, New York.

MacArthur earned her three finalists on the strength of a single spot: Pepsi's "Pass" for TBWA\Chiat\Day, Los Angeles, which scored in the Music Sound, Storytelling, and Best of New York categories.

Meanwhile 11 editors earned two nominations apiece: Jacques Levet of Outside Editorial; Hank Corwin of bicoastal Lost Planet; Craig Lewandowski of Optimus, Chicago and Santa Monica; Chris Franklin and Miky Wolf, both of Big Sky Editorial, New York; Kelly Vander Linda of Collective, Seattle; Peter Barstis of Edit Bar, Boston; Quan Tran of Radium, Santa Monica; Alison Gordon of Relish, Toronto; Louis Lyne of Start Editorial, Detroit; Mark Morton of School, Toronto; and Jason Grebski of Rooster, Toronto.

Two companies tied with six nominations apiece to lead the field: Outside Editorial, and the Beast shops (three for Beast San Francisco, two for Beast L.A., one for Beast Detroit).

And tied with four nominations were: Optimus; and The Whitehouse (two from its L.A. studio, and two out of Chicago).

Earning three nominations apiece were: Big Sky Editorial, Peep Show, Relish, Rooster and School.

Entries for this year's competition were submitted in a variety of categories which include a range of genres for multiple media platforms. The list includes Comedy, Design, Dialogue, Montage, Music & Sound, Music Video, National Campaign, New/Emerging/Alternative Media, Public Service, Spec Spot, Storytelling, Under \$50K and Visual Effects. The Design category is new to this year's competition.

In addition, the Best of Chapter categories honor the best work from member companies in each of AICE's nine international chapters: Boston, Chicago, Dallas, Detroit, Los Angeles, Minneapolis, New York, San Francisco and Toronto.

For the fourth year in a row, AICE Awards entries were judged by select panels of editors, agency creatives and production company producers and directors in each chapter city.

Tickets for the event are now available on the AICE website at [www.aice.org](http://www.aice.org).

Here's a rundown of 2010 AICE Awards finalists: