

For Immediate Release

Contact:
Lasha Orzechowski
204.927.0550

International Publication Recognizes Local Firm's Work **Velocity Design Works popular with international design author**

WINNIPEG – November 27, 2007 – Local Winnipeg marketing and design company Velocity Design Works has had a number of its designs included in the Internationally distributed *Big Book of Ideas* by David E. Carter (2007, HarperCollins, New York).

The newest edition of the Carter book includes a total of 18 Velocity designs in the categories of web site design, corporate ID/logos, illustration and letterhead that were created on behalf of a variety of Winnipeg-based clients including Prairie Orchard Farms, Edward Carriere, Child Find Manitoba, the Industrial Technology Centre (ITC), Quantus Software, and for Toronto-based CIAO Event Management among others.

“When a world-renowned author and famed marketer like David E. Carter recognizes your work, and includes it in his popular books, you really know you’ve accomplished something”, says Velocity creative director and owner Lasha Orzechowski. Carter is known as the father of logo books which he started in 1972 with his self-published *The Book of American Trade Marks*. Later achieving Best Seller status, Carter expanded his book line with other successful titles which have since become valuable repositories of world-class marketing art. Many of the books are considered reference staples by insiders and industry professionals.

Velocity’s consistent high standards and imaginative art have garnered other awards and recognition including Summit and Signature Awards and inclusion in many other advertising and design art books. Ms. Orzechowski was also a finalist for the 2007 Manitoba Woman Entrepreneur of the Year Award. “It is very gratifying that we can give our local clients world-class art and campaigns, which are often placed in the same publications as brand powerhouses like Porsche and Calvin Klein”, adds Ms. Orzechowski. “It makes us proud to know that Mr. Carter has selected our work as examples for other designers, marketers and advertisers to follow”.

The Big Book of Design Ideas is currently available at most major bookstores and through various online book vendors such as www.amazon.com.

More information about Velocity Design works: www.velocitydesignworks.com
More information about David Carter: <http://www.logobooks.com>