



## **FOR IMMEDIATE RELEASE**

### **Milestone's Anderson to Serve as AAF President**

SARASOTA, Florida (August 24, 2012) – Matthew Anderson, president of Sarasota-based Milestone Marketing Associates, Inc., recently assumed the role of President of the American Advertising Federation's (AAF) Suncoast chapter, covering Sarasota and Manatee counties.

“These are exciting times in the world of advertising, with new opportunities and new challenges coming to us every day,” Matthew said. “I’m honored to be serving as AAF president right now, and I’m eager to get to work.”

Matthew spent the last year serving in the post of Vice-President with the Suncoast chapter. He also served as the head of the Programs Committee, which is responsible for the club's programs which include Monthly Social Gatherings, Bi-Monthly Business Workshops, Student Programs, and Marquee Events.

“Matthew was a great partner at AdFed and he always had my back,” says Alex Stafford, outgoing president of the AAF's Suncoast chapter. “I know I am handing over the position of president to a guy who will do a great job with the organization. Matthew is committed to good business, to his family and his friends. I am proud to count him as a friend of mine”.

### **About the American Advertising Federation**

The American Advertising Federation Suncoast is the local "AdFed Club" covering Sarasota and Manatee. It is a professional organization for businesses in advertising and marketing. At the state and national level, the association lobbies against taxing the advertising industry. At the local level the group is about professional networking, development, and recognition. AdFed is most widely known for the ADDYs, a local, regional, and national awards show for the creative work that AAF members produce.

### **About Milestone Marketing Associates, Inc.**

Milestone Marketing Associates is a creative communications company based in Sarasota, FL. Milestone builds brands on the web and in the real world. For more information call (941) 306-3602, email [info@milestone-marketing.com](mailto:info@milestone-marketing.com), or visit [www.milestone-marketing.com](http://www.milestone-marketing.com).

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