

NEWS RELEASE



SONS OF NORWAY

For Immediate Release

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SONS OF NORWAY...

- ★ Is the largest Norwegian-American organization in the world
- ★ Works to preserve and promote Norwegian heritage and culture
- ★ Provides financial protection through quality insurance products
- ★ Awards scholarships and grants to support individual lodges in their studies, projects, programs and humanitarian efforts

Sons of Norway Wins Three GDUSA Design Awards

Minneapolis, MN, March 30, 2007 – Minneapolis (3/30/07)--Sons of Norway Headquarters staff members have been recognized for their commitment to quality and excellence with the announcement of the GDUSA American InHouse Design Awards. Today, Sons of Norway was notified that three projects, designed solely by Headquarters staff, would be recognized for design excellence. The three award-winning projects were the Sons of Norway *Membership Recruitment & Retention kit*, the *Something for Everyone* recruitment booklet and the *Sons of Norway Advisor*, a financial publication. Chosen from more than 4,000 entries in 22 categories these recipients of American InHouse Design Awards are being recognized for their outstanding incorporation of design and implementation.

The competition was sponsored by Graphic Design:USA, which is the monthly business-to-business magazine for professional graphic designers and related creative and production professionals. It reaches the design field's freshest, most targeted business-to-business circulation at design firms, corporations, ad agencies and publishers. The magazine covers the latest in news, trends, people, events, projects, products, services and ideas.

The *Membership Recruitment & Retention kit*, designed by headquarters staff, was the creation of Michael Brandjord, Linda Nelson, Nichole Neumann and Erik Evans, who also served as art director. The *Something for Everyone* recruitment booklet was designed by Michael Brandjord with Linda Nelson and Erik Evans serving as Art Director. The *Sons of Norway Advisor* was a creation of Michael Brandjord and Erik Evans.

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Sons of Norway was organized as a fraternal benefit society by 18 Norwegian immigrants in Minneapolis, Minnesota, on January 16, 1895. The purposes and goals of the founding fathers were to protect members of Sons of Norway and their families from the financial hardships experienced during times of sickness or death in the family. Over time, the mission of Sons of Norway was expanded to include the preservation of Norwegian heritage and culture in our society. In the last century Sons of Norway has grown to become the largest Norwegian-American organization in the world.

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