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Great Ape Trust of Iowa honored with two ADDY Awards

Communication efforts recognized by Advertising Professionals of Des Moines

Des Moines, Iowa – Great Ape Trust of Iowa was recently honored with two ADDY® Awards by the Advertising Professionals of Des Moines. A Gold Award was presented in the category of Advertising for the Arts & Science for *Experience a New Reality*, a promotional video produced by the Great Ape Trust communications department and Applied Art & Technology of Urbandale, IA.

Ad Pros presented Great Ape Trust a Silver Award in the category of Interactive Media for the Web site, www.GreatApeTrust.org. The Web site is designed, written and programmed by Great Ape Trust and Trilix Marketing Group of Urbandale.

The ADDYs® are the advertising industry's largest and most representative competition, recognizing and rewarding creative excellence in the art of advertising. Every year approximately 60,000 entries are submitted in local ADDY® competitions across the United States.

Ad Pros of Des Moines honors Central Iowa's best creative work each year with its local ADDY competition. Over 500 entries are judged each year.

NEWS RELEASE

Great Ape Trust began as the Iowa Primate Learning Sanctuary in early 2002. In June of 2003, work crews began developing the former sand and gravel quarry near the Des Moines River. Located about five miles southeast of downtown Des Moines on 230 acres of lowlands, river forest and lakes, Great Ape Trust of Iowa will be the largest great ape facility in North America and one of the first worldwide to include all four types of great ape – bonobos, chimpanzees, gorillas and orangutans – for noninvasive interdisciplinary studies of their cognitive and communicative capabilities.

Great Ape Trust is dedicated to providing sanctuary and an honorable life for great apes, studying the intelligence of great apes, advancing conservation of great apes and providing unique educational experiences about great apes. Great Ape Trust of Iowa is a 501(c) 3 not-for-profit organization and is certified by the American Zoo and Aquarium Association (AZA). To learn more about Great Ape Trust of Iowa, go to www.GreatApeTrust.org.

Insights through collaborations with apes