



**For Immediate Release**  
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**Ferris students honored by Detroit's Adcraft Club**

BIG RAPIDS – Two students from the College of Business at Ferris State University topped competitors from across the Midwest to receive two of the seven scholarship grants awarded by the Adcraft Club of Detroit.

Ferris advertising majors Tiffany Doyle of Howell and Britney Zielinski of Fruitport were awarded the \$2,000 grants from the Adcraft Foundation. They were selected on the basis of academic achievements, written essays and recommendations from their advertising faculty. The students were nominated by Ferris' Paul Jackson, associate professor of marketing, and Tom Mehl, assistant professor of marketing.

The four will be invited guests at the Adcraft "Radio Day!" luncheon on May 6 in Troy, an event which normally attracts large numbers of key figures from the corporate and agency sides of Metro Detroit's advertising profession. Photographs and stories honoring Doyle and Zielinski will also appear in the organization's widely circulated bi-weekly trade magazine, *The Adcrafter*.

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