

## Nooka is Focus of 2010 One Show College Competition.

Fashion brand, Nooka Inc. is thrilled to be the focus of the One Club's 2010 One Show College Competition. The One Club is the world's foremost non-profit organization devoted to elevating creative work in advertising and design. The objective of the competition is to create a campaign that positions Nooka as a Mindstyle™ brand. Each submission needs to tell both the Nooka story and the stories of the products included in the current product line through print, online and broadcast media.

Entrants must be college students or enrolled in an accredited advertising or graphic design program. The One Club, prior to the submission of entries, must approve entrants from non-accredited advertising or design programs. Students do not need to be a member of the One Club in order to participate in the College Competition.

The judges will rate each submission based on specific factors, which include: innovation, aesthetics, technical ability, manufacturability, Nooka's mission, and subjective criteria. One Show Pencils, the coveted trophy given to the top tier of winners in the One Show, will be awarded to the winning creative teams. Prizes equaling \$3,000 for gold, \$2,000 for silver and \$1,000 for bronze will also be awarded to each winning team. All winners and finalists will be published in the One Show Annual.

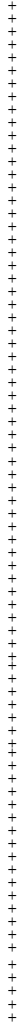
Nooka may award one or more entries in any category \$2,000 for use by Nooka in a promotion.

Nooka is a New York fashion design company founded by artist/ designer Matthew Waldman. The ethos of Nooka is universal language, which guides the creation of products with enhanced functionality and a futuristic philosophy. Most prominently known for its line of timepieces, Nooka is expanding their range, creating a Mindstyle™ brand with the addition of innovative accessories and a fragrance.

**Submission Deadline:** February 19, 2010

**Finalists Announced:** April 2010

**Award Show:** May 2010



For more information, please contact Tiffany Edwards: [tiffany@oneclub.org](mailto:tiffany@oneclub.org) or visit <http://www.oneclub.org/oc/college/>