



AMD Partners with Foundation to Raise Money, Awareness for Benedictines

Over the past two years, Anderson Mraz Design has worked closely with The Abbey Foundation of Oregon – the fundraising arm of Mount Angel Abbey, a monastery and seminary located just south of Portland – to create a series of print materials designed to raise funds for, and awareness of, the abbey and its ministries.

Founded in 1882, Mount Angel Abbey is one of 129 Benedictine congregations in the U.S. Its monastery is home to nearly 80 monks, and more than 200 students are enrolled in the seminary for the 2006-07 academic year.

Beginning with the 2005 annual report a year ago, AMD has since provided fliers, event posters, and direct mail pieces, as well as a commemorative logo celebrating the abbey's 125th anniversary. The 2006 annual report (the foundation's fourth since its inception) was completed in September.

In addition to acknowledging the donors of Mount Angel, said CK Anderson, founding principal and creative director at AMD, the 32-page annual report provides a glimpse into life at the abbey. "Throughout the book," he said, "community members, seminarians, staff, and visitors are shown in context with the abbey's four ministries: monastery, seminary, library, and retreat house."

The abbey felt that it was important for any promotional materials to capture a sense of the hilltop community and its work for the Church, particularly in its annual report to donors. "When those who support Mount Angel Abbey and Seminary feel, see, and read the materials from our hill," said the Right Reverend Nathan Zodrow, OSB, Abbot of Mount Angel Abbey, "we want them to hear an echo of their own experience of who we truly are. We want them to be here with us for the few moments our materials gain their valuable attention."

The design of the '06 annual report, said Anderson, was intended to "put a face" on the abbey and its work. "The human spirit fills its pages, along with photographs of architectural details found on Mount Angel's beautiful grounds," he added.

"We have been delighted and gratified," continued the abbot, "that this often illusive objective has been well captured by the creative and professional work of AMD."

Founded in 1988, AMD is a full-service, multidisciplinary design firm. The company's primary areas of expertise include brand strategy, corporate identity, print, collateral, packaging, website development, and environmental graphic design. For more information, visit www.am-design.com.

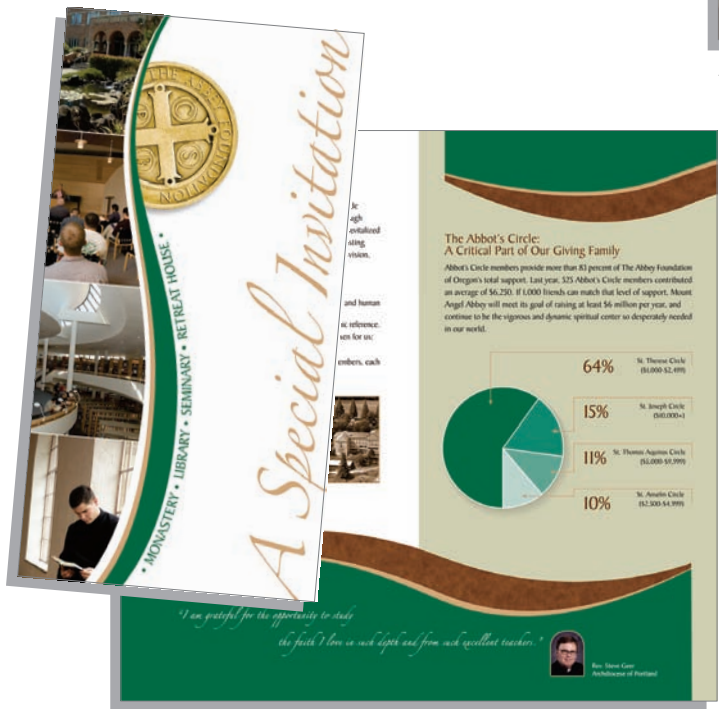




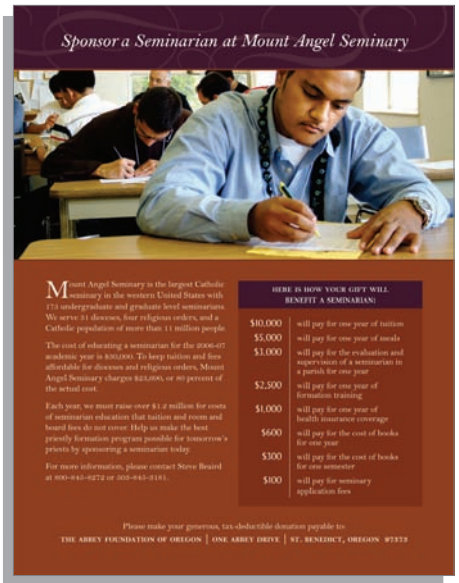
2006 Annual Report



A Festival of Arts Fundraiser Flyer



Abbot's Circle Donation Brochure



Seminarian Sponsorship Flyer