

## 2015-J4358

LEGISLATIVE RESOLUTION honoring Peter Burakowski upon the occasion of his designation as recipient of The Odysseus Award by the Advertising Club of Buffalo on March 4, 2016

WHEREAS, It is the sense of this Legislative Body that individuals who distinguish themselves in their profession, dedicating themselves to its enhancement and leading it in new directions, are an asset beyond remuneration and cannot be sufficiently extolled; and

WHEREAS, Attendant to such concern, and in full accord with its long-standing traditions, this Legislative Body is justly proud to honor Peter Burakowski upon the occasion of his designation as recipient of The Odysseus Award by the Advertising Club of Buffalo at its 2016 Western New York American Advertising Award Show on Friday, March 4, 2016, at Statler City, Buffalo, New York; and

WHEREAS, The theme of this year's Award Show was "Married to Your Work" which paid homage to the labor of love in advertising; and

WHEREAS, The Advertising Club of Buffalo supports and connects communications professionals in Western New York; it strives to bridge the gaps between passions, occupations and experience levels to create a single unified community that provides national industry involvement with a local focus; and

WHEREAS, Peter Burakowski, Director of Marketing at 43North, was honored with The Odysseus Award; established in 2011 by the Advertising Club of Buffalo, this award honors a client in the Western New York market, individual or group/department, who has used the discipline of strategic marketing and advertising in an extraordinary way; and

WHEREAS, Rare indeed is the impressive dedication shown by an individual for the benefit of others which Peter Burakowski has displayed throughout his career and life; and

WHEREAS, It is the sense of this Legislative Body that when individuals of such noble aims and accomplishments are brought to our attention, they should be celebrated and recognized by all the citizens of this great Empire State; now, therefore, be it

RESOLVED, That this Legislative Body pause in its deliberations to honor Peter Burakowski upon the occasion of his designation as recipient of The Odysseus Award by the Advertising Club of Buffalo; and be it further

RESOLVED, That a copy of this Resolution, suitably engrossed, be transmitted to Peter Burakowski.