

December 17, 2014

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### **City wins second MarCom Gold – St. Ann’s block downtown communications honoured**

The City of Campbell River has received its second MarCom Gold Award, this time for the communication program related to the St. Ann’s block upgrade and downtown revitalization.

In 2011, the City of Campbell River won a MarCom Gold award for the communications program that kept the community informed about the Hwy19A and airport upgrade projects over the course of 18 months.

*“We extend our thanks to the City’s Capital Works employees and to Marci Hotsenpiller and the team at Zinc Strategies for their consistently high calibre and award-winning work,”* says deputy city manager and general manager of operations Ron Neufeld.

For the St. Ann’s block upgrade and downtown revitalization project, Hotsenpiller led a team of communications professionals who kept local businesses and community members up to date on construction timelines, traffic changes and project milestones through both traditional and online media.

One highlight of the communications efforts, a time lapse video of project construction, can be seen on the City’s YouTube channel, accessible from the City website ([www.campbellriver.ca](http://www.campbellriver.ca)).

In a congratulatory letter to the City, MarCom Awards writes:

*“The MarCom Awards is an international creative competition that recognizes outstanding achievement by marketing and communication professionals. Entries come from corporate marketing and communication departments, advertising agencies, PR firms, design shops, production companies and freelancers. The competition has grown to perhaps the largest of its kind in the world. The competition is so well respected in the industry that national public relations organizations, local ad clubs and local business communicator chapters are entrants. Judges are industry professionals who look for companies and individuals whose talents exceed a high standard of excellence and whose work serves as a benchmark for the industry. There were over 6,500 entries from the throughout the United States, Canada and 15 other countries in the MarCom Awards 2014 competition.”*

The letter also indicates that the MarCom Gold Award is presented to entries judged to exceed the high standards of the industry norm. Approximately 23 per cent of the 6,000-plus entries were recognized at the gold level in 2014. Another 17 per cent were platinum level winners, and approximately 10 per cent received honourable mention. MarCom has issued a news release saying winners have been announced, and City of Campbell River honours are included among the platinum and gold award recipients listed on the MarCom Awards website ([www.marcomawards.com](http://www.marcomawards.com)).

The City will receive an official award certificate later this month.

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