

December 14, 2015

Third MarCom Gold for City of Campbell River

The City of Campbell River has received its third MarCom Gold award for the eye-catching watering restrictions information boards installed this summer.

The information boards were located at the Dogwood Operations Centre and at Rockland and Island Highway. These high-traffic locations were chosen to provide a visual reminder about watering restrictions levels in the City of Campbell River.

The City's water department worked with Epic Design to create signs that were honoured in the MarCom banner/sign category, standing out for original design, colour and materials.

In a congratulatory letter to the City, MarCom Awards writes that there were more than 6,500 entries from throughout the United States, Canada and more than a dozen other countries in the MarCom Awards 2015 competition, and that approximately 23 per cent of the entries received the MarCom Gold for exceeding the high standards of the industry norm.

"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 letter states. *"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."*

The City of Campbell River honours are included among the platinum and gold award recipients listed on the MarCom Awards website (www.marcomawards.com).

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

The first two MarCom Gold awards praised public information campaigns undertaken by the City's capital works department and contractor Zinc Strategies, led by Marci Hotsenpiller. 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. In 2014, the City won a MarCom Gold award for the St. Ann's block upgrade communications program.

###

Contact: Ron Neufeld, City of Campbell River

250-286-5765