

For Immediate Release

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County Public Information Receives National MarCom Awards

ROANOKE COUNTY, VA (January 10, 2012) – Roanoke County's Public Information Office has received several 2011 MarCom Awards for projects and campaigns launched or concluded in 2011.

The office received a 2011 Platinum MarCom Award for the 2010 Annual Progress Report published each year by the office's staff. The progress report includes annually updated financial information, status of the County's many programs and services, along with significant events from the previous year. While primarily available as an online publication each spring through the Public Information website, the Annual Progress Report is available in print upon citizen request.

The office also received a 2011 Platinum MarCom Award in the Crisis Communication Plan or Response category for its work in helping police locate Brittany Smith, a child abducted from her Roanoke County home after her mother was murdered.

Roanoke County's Public Information Office received a 2011 Gold MarCom award for efforts promoting local participation in the 2010 U.S. Census. That campaign resulted in one of the highest Census participation rates in Roanoke County's history.

In addition to these awards, the Public Information Office also received Honorable Mention citations for Roanoke County's website and for the department's ongoing work to increase public value and public awareness of the County's Police Department public safety work in the community.

The MarCom Awards is a creative competition for any individual or company involved in the concept, writing and design of print, visual, audio and web materials and programs. Entries come from corporate marketing and communication departments, advertising agencies, public relations firms, design shops, production companies and freelancers. The MarCom competition has grown to perhaps the largest of its kind in the world with about 6,000 entries per year, with winners ranging in size from individual communicators to media conglomerates and Fortune 50 companies.

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