



ROANOKE COUNTY NEWS RELEASE

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For Immediate Release

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Public Information Office Earns 2010 Gold MarCom Award for Annual Progress Report Publication

ROANOKE COUNTY, VA (January 12, 2011) – The Board of Supervisors recognized Roanoke County's Public Information Office for receiving the 2010 Gold MarCom award from the Association of Marketing and Communication Professionals.

In 2010 the Public Information Office produced Roanoke County's first online annual progress report which highlighted the County achievements throughout the previous year. The report is a valuable resource for citizens who are interested in learning more about local government.

The 2009 annual progress report was prepared by employees in the Public Information Office dedicated to producing an online document that would tell the County story in a way that was interesting and easy to understand. The photographs featured in the report were all taken in Roanoke County and no stock images were used. Late in 2010, the County was notified that the progress report had received a 2010 MarCom Gold Award. The online report was prepared by Gray Craig Penny Lloyd and Teresa Hamilton Hall.

The MarCom Awards program is an international competition that recognizes excellence in creative and effective marketing communications. The MarCom competition has grown to nearly 5,000 entries per year, with submissions from Fortune 50 companies, corporate marketing and communication departments, advertising agencies, public relations firms, design shops, production companies and freelancers. For more information, see the MarCom awards site at <http://www.marcomawards.com/>

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