



MarCom Creative Awards

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Association of Marketing & Communication Professionals
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MARCOM CREATIVE AWARDS ANNOUNCES WINNERS FOR 2006

DALLAS, TX-- MarCom Creative Awards today announced winners for the 2006 international awards competition that recognizes outstanding achievement by marketing and communication professionals. There were over 5,000 entries from throughout the United States and several foreign countries in the MarCom Creative Awards 2006 competition.

MarCom 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. A look at the winners shows a range in size from individual communicators to media conglomerates and Fortune 50 companies. The competition is so well respected in the industry that national public relations organizations, local ad clubs, and local business communicator chapters are entrants.

MarCom Creative Awards is administered and judged by the Association of Marketing and Communication Professionals. The international organization consists of several thousand marketing, communication, advertising, public relations, media production and free-lance professionals. The Association oversees awards and recognition programs, provides judges and sets standards for excellence.

Judges are industry professionals who look for companies and individuals whose talent exceeds a high standard of excellence and whose work serves as a benchmark for the industry.

Winners were selected from over 200 categories in seven forms of media and communication efforts- marketing, publications, marketing/promotion, public service/pro bono, creativity and electronic/interactive. About 15% of the entries won the Platinum Award, the organization's top honor. A complete list of winners can be found on the MarCom Creative Awards website at www.marcomawards.com.