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Arapahoe County wins national communication, marketing awards

Communication Services Department sweeps special events category with three honors

LITTLETON, CO --- Arapahoe County's Communication Services Department recently won three national awards through 3CMA, the City-County Communications and Marketing Association, for its innovation, creativity and marketing expertise and swept an entire awards category in the process.

3CMA recognizes the very best in strategic marketing and compelling communications. During the organization's 22-year history, Savvy awards have become the benchmarks for all local government communication efforts, and Arapahoe County has won numerous Savvy awards since 2002.

In September, Arapahoe County received awards for its innovative communication work for three special events in 2009 and 2010, and was the only organization to earn first, second and third place awards for an entire category.

The Savvy, which is 3CMA's top award, recognized the 2009 Arapahoe County Fair *Go Hog Wild* campaign. The Silver Circle was presented for *Cirque du Volontaires*, an event produced by Volunteer Connections with marketing and communication support from Communication Services to honor the County's many dedicated volunteers. The Award of Excellence recognized the County's employee appreciation lunch.

According to the judges, Arapahoe County's *Go Hog Wild* campaign set the bar for Savvy entries.

"From Parker Pig to strategic yet open-minded marketing, the event scored fives on all scoring criteria. And, by making use of every promotional opportunity known to mankind on a less than desirable budget, Arapahoe County clearly scored high marks with residents as well. *Go Hog Wild* nailed it!"

In 2009, Arapahoe County received 3CMA's top award for the *Red, White and Moo – Arapahoe County Fair Wants You!* marketing campaign, which also received the top honor from the International Association of Fairs and Expos that same year.

"Strategic, measurable and effective, it's the benchmark that the talented employees of the Communication Services Department work hard to achieve," said Commissioner Rod Bockenfeld, who serves as Board Chairman. "We are proud of their achievements and applaud the much deserved recognition for their superb work."

Marketing of the County Fair is overseen by the Communication Services Department, and work on the 2009 fair campaign was produced by Andrea Rasizer, Nichole Parmelly, Haley McKean, Liz Ellis and Mindy Edstrom. Volunteer Connections is overseen by Val Purser.

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Photo: <ftp://www.co.arapahoe.co.us/pub/CM/Photos/3CMA%20Award/>

Cutline: The Arapahoe County Communication Services Team wins top honors at the 2010 City County Communications and Marketing Association's annual awards competition. The team consists of Andrea Rasizer, Communication Services Director; Nichole Parmelly, Communication Services Specialist II; Liz Ellis, Creative Services Specialist II; Mindy Edstrom, Communication Services Specialist I and Haley McKean, Communication Services Specialist II.