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MARCOM AWARDS ANNOUNCES WINNERS FOR 2011: Sheboygan Tourism Recognized

DALLAS, TX-- MarCom Awards today announced winners for the 2011 international awards competition that recognizes outstanding creative achievement by marketing and communication professionals. There were over 6,000 entries from throughout the United States, Canada and several other countries in the 2011 competition. Sheboygan Tourism was awarded a Gold Marcom in the Marketing/Promotion Campaign category for the 2011 "How Do You Sheboygan?" campaign and an honorable mention in the T-Shirt Design category for the promotional "I Fight Zombies." *How do You Sheboygan?* campaign T-Shirt conceptionally designed by seven-year-old Sheboyganite Slater Gutierrez.

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 500 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 Awards is administered and judged by the Association of Marketing and Communication Professionals. The international organization consists of several thousand creative professionals. The Association oversees awards and recognition programs, provides judges and sets standards for excellence.

As part of its mission, AMCP fosters and supports the efforts of creative professionals who contribute their unique talents to public service and charitable organizations. Over the past several years, AMCP has donated over \$75,000 in grants to support the efforts of its members. That money was used for marketing materials for homeless shelters, orphanages, day camps, community theaters, art centers, programs for the elderly and for child care and educational endeavors for the underprivileged.

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. A complete list of winners can be found on the MarCom Awards website at www.marcomawards.com.

For information about Sheboygan Tourism please contact George Twohig at (920)457-9491 or twohig@sheboygan.org.