



PRESS RELEASE

For Immediate Release:

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CITY OF WINTER PARK COMMUNICATIONS DEPARTMENT RECEIVES 3CMA SILVER CIRCLE AWARD

CITY OF WINTER PARK

401 Park Avenue South

Winter Park, Florida

32789-4386

WINTER PARK, Fla. a nationally recognized Crown Community Award winner (October 26, 2006) – On October 12, 2006, the City of Winter Park Communications Department was awarded the 3CMA (City-County Communications and Marketing Association) Silver Circle Award at the 18th Annual Savvy Awards gala held in Irving, Texas, as part of the 3CMA Conference.

3CMA is the leading organization for local governments with over 825 city and county members. The purpose of 3CMA is to bring together professionals from all over the country to develop and discuss new and better ways of communicating with their citizens.

Each year 3CMA holds an annual program called the Savvy Awards that is held in cooperation with the National League of Cities. It recognizes outstanding local government achievements in communications, public-sector marketing and citizen-government relationships.

This year over 800 entries were submitted for the annual Savvy competition. The City of Winter Park won the Silver Circle Award in the Community Visioning Category that saluted the city's ongoing effort to garner citizen input in establishing a community vision as it continues to address growth in Winter Park.

The entry included various direct mail pieces, series of town meetings and public hearings, focus groups, and a vision postcard survey. All entries were judged on overall accomplishments, with measurable outcomes being heavily weighed and the city received the Silver Circle Award for its efforts.

Judges commented on the impressive turnout for the town meetings and saw the initiative as "a well-rounded campaign using sound marketing tools and strategies." This award can be seen on the second floor of City Hall located at 401 Park Avenue South accompanying the many other accolades the city has received from international, national and local organizations recognizing city programs as models to follow.