



**FOR IMMEDIATE RELEASE**  
**Monday, April 10, 2017**

### **City of Burlington Receives Excellence in Communications Awards**

**Charlotte, NC** – The City of Burlington was among 22 North Carolina governments to earn recognition in the Tenth North Carolina City & County Communicators' (NC3C) *Excellence in Communications Awards*. The City won four awards.

The awards were presented Thursday, April 6, 2017 at the NC3C's annual Spring Conference in Charlotte during which the organization celebrated 10 years of existence. More than 133 entries were received.

"Our organization is full of city and county government communicators who are excellent at what they do. They are innovative, creative, passionate, and dedicated, and that shows in their work," said NC3C President Glenn Hargett. "It was an honor to preside over the program, viewing these exciting demonstrations of work to communicate the stories of the jurisdictions they serve."

Categories included TV & Videos, Communication Technology, Special Events, Printed Publications, Most Creative Project for the Least Amount of Funds, Citizen Participation, and Marketing Tools.

The City of Burlington received a first place award in the category of best use of promotional item for its promotion of transit. The judges praised the project for its creative use of means to address issues relating to transit. The City also received a first place award in the category of branding of the City Splash Park which was advanced with a special logo and design package.

The City placed first in the category of Most Creative Activity with least dollars spent for the "See Something, Say Something" crime prevention campaign, which included a personal video message from the Police Chief. A second place award was received for the direct mail campaign, "City Works," a special publication reinvented and redesigned in March 2016. Judges noted that the redesign and color makes it something that people would actually read.

Judges for the NC3C Excellence in Communications Awards were government communication professionals from Kansas, Arizona, Texas, Michigan, Maryland and Oregon. Each judge has previously won state or national awards.

The purpose of North Carolina City & County Communicators is to encourage professional development and networking among local governmental communications professionals. The organization was formed in March 2007 and is made up of government professional communicators from around the state. For more information about NC3C, visit the website, [www.nc3c.com](http://www.nc3c.com).

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