

NEWS

The Meadows Center for Water and the Environment

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FOR IMMEDIATE RELEASE

The Meadows Center & Eye Byte Solutions Win Gold Medal in 2014 Marcom Awards

DALLAS (November 17, 2014) –The winners of **The 2014 Marcom Awards** have been announced by the Association of Marketing and Communication Professionals last week. The Meadows Center for Water and the Environment and partner design firm Eye Byte Solutions have been named gold medal winners for their collaboration on a promotional infographic piece developed earlier this year. There were over 6,500 entries from throughout the United States, Canada and 15 other countries in the 2014 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 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.

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 17% of the entries won the Platinum Award, the organization's top honor and 23% won Gold awards. A complete list of Platinum and Gold Winners can be found on the MarCom Awards website at www.marcomawards.com.

About The Meadows Center for Water and the Environment

The Meadows Center for Water and the Environment was named following a generous gift from The Meadows Foundation in August 2012. The Meadows Center for Water and the Environment is dedicated to environmental research, stewardship, education and service. It is run by renowned conservationist Andrew Sansom.

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