



FOR IMMEDIATE RELEASE

City Receives Savvy Award for Annual Report

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Contact: Jeff Robinson – Public Information Officer

614-396-3322

jrobinson@cityofpowell.us

Powell, OH: The City of Powell is officially “savvy.”

The City earned a first-place Savvy Award from the City/County Communications and Marketing Association (3CMA) for its 2008 annual report. The award, given on Sept. 24 at 3CMA’s annual conference, recognizes creative marketing and communications among municipalities nationwide. The annual report won in the printed publications category for cities with a population between 11,000 and 53,000.

The report, titled “Survey Says? Powell: in Your Words,” offers a review of the City’s accomplishments in 2008, interspersed with resident comments about the City taken directly from a recent Community Attitudes Survey. Contest judges said they “loved the (comments), layout and design” of the report, and called the writing “energetic and friendly.”

“This annual report reflects one of the goals established by the City Council, which is to have increased communication with residents and businesses,” said City Manager Steve Lutz. “And the fact that the report contains quotes from some of our residents gives it a nice, personal touch and shows how those residents really feel about living in Powell.”

The City’s annual report was put together by Public Information Officer Jeff Robinson and freelance graphic designer Melissa Rady.

Copies of the annual report are available at the Municipal Building, 47 Hall St., and at the City’s Web site, www.cityofpowell.us.

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