



COUNTY RECEIVES AWARDS FOR FY2011 ANNUAL REPORT

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Montgomery County, Virginia – Montgomery County’s Public Information Office has won a Silver Summit Award for its Fiscal Year 2011 Annual Report from the Blue Ridge Chapter of the Public Relations Society of America (PRSA). The annual report also has won a MarCom Gold Award in the e-communications/annual report category.

PRSA recently held its 10th annual Summit Awards Gala at the Hotel Roanoke and Conference Center. The Summit Awards are an annual recognition of the best in public relations and communications efforts by professional public relations practitioners in Southwest Virginia.

MarCom Awards is an international competition recognizing outstanding creative achievement by marketing and communication professionals. The awards program is administered and judged by the Association of Marketing and Communication Professionals (AMCP). Winners were selected from more than 200 categories in seven forms of media and communication efforts -- marketing, publications, marketing/promotion, public service/pro bono, creativity and electronic/interactive.

The PRSA Summit Awards included 16 categories which allow individuals or agencies to submit their work in a variety of areas, with most divided into modest or average budgets. This year’s entries were judged by the Central Michigan Chapter of PRSA and were evaluated in four areas: research, planning, execution and evaluation. The entire competition is open to all professional public relations practitioners in Southwest Virginia and membership in PRSA is not required.

The FY2011 Annual Report highlighted accomplishments by County departments and constitutional officers using a cloud-hosted program called Prezi, an interactive presentation tool. It featured brief text and lots of photos and videos to enhance viewer interaction and readership. For more information, see www.montgomerycountyva.gov or go directly to the [annual report link](#) from this web site on the Public Information page under forms and publications.

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