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FOR IMMEDIATE RELEASE

CALL FOR ENTRIES FOR ANNUAL ECONOMIC DEVELOPMENT COMMUNICATION AWARDS ANNOUNCED

Southern Economic Development Council (SEDC) Has Begun Accepting Entries for its 2013 Communication Awards for Economic Development Organizations in the South

ATLANTA, GA (May 7, 2013) – Southern Economic Development Council (SEDC) announced a “Call for Entries” for its 2013 Communication Awards. These Communication Awards are given each year to SEDC members by SEDC at its *Annual Conference*. SEDC’s *2013 Annual Conference* will be held at the Hyatt Regency Tulsa, August 4-6, 2013 in Tulsa, OK. Submission forms are available at www.sedc.org.

Over 20 categories of marketing work submitted by SEDC members are evaluated within four division size levels. The awards are: BEST OF SHOW, BEST OF CLASS, SUPERIOR, EXCELLENT, MERIT, and SPECIAL JUDGES’ AWARDS. Judging criteria for General Entry Awards include Graphic Appeal, Clarity of Message, Quality of Information, Positioning / Differentiation and Format.

“These annual Communication Awards recognize and showcase the leading marketing work done by economic development professionals throughout the south. Their campaigns must show creativity, strong messaging and effectiveness at reaching its target audience,” said SEDC Chairman Dan Motley, Industrial Development Manager at Norfolk Southern Corporation in Atlanta, GA.

SEDC President Gene Stinson adds, “We were wowed by the winners last year, and are always impressed with the overall level of marketing work being done in economic development by SEDC members. We can’t wait to see what they have to offer this year.”

Judges for the Communication Awards competition are economic development consultants, practitioners and design professionals from across the southern U.S. that work with clients in developing strategies for growth in their communities. SEDC chooses judges based on their knowledge of economic development, site location and design. They understand the needs businesses have in choosing a site and how communities and economic development organizations can reach prospective clients through their marketing efforts.

The *2013 SEDC Annual Conference* is currently in its 66th year and is SEDC’s main educational event of the year. Over 400 economic development professionals will spend three days networking and learning recent economic development trends and strategies from corporate, government and executive professionals. Registration for the conference is currently open at www.sedc.org.

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About SEDC

The Southern Economic Development Council is a 900-member professional association composed of a broad cross-section of active and influential economic developers from business and industry, utilities, transportation, financial and education institutions, chambers of commerce, and local, regional and state development agencies. Members in the 17-state area share a common interest: the promotion and enhancement of the economic development profession. The SEDC region includes the following states: Alabama, Arkansas, Florida, Georgia, Kansas, Kentucky, Louisiana, Maryland and the District of Columbia, Mississippi, Missouri, North Carolina, Oklahoma, South Carolina, Tennessee, Texas, Virginia and West Virginia. For more information about SEDC please visit our Web site at www.sedc.org.

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