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HERMES CREATIVE AWARDS ANNOUNCES WINNERS FOR 2011

DALLAS, TX-- Hermes Creative Awards today announced winners for the 2011 international awards competition for creative professionals involved in the concept, writing and design of traditional and emerging media. Hermes Creative Awards recognizes outstanding work in the industry while promoting the philanthropic nature of marketing and communication professionals.

There were over 4,400 entries from throughout the United States, Canada and several other countries in the Hermes Creative Awards 2011 competition. Entries came from corporate marketing and communication departments, advertising agencies, PR firms, design shops, production companies and freelancers.

Hermes Creative Awards is administered and judged by the Association of Marketing and Communication Professionals (www.amcp.com). The international organization consists of several thousand marketing, communication, advertising, public relations, media production and free-lance professionals. AMCP oversees awards and recognition programs, provides judges and rewards outstanding achievement and service to the profession.

As part of its mission, AMCP fosters and supports the efforts of creative professionals who contribute their unique talents to public service and charitable organizations. Hermes entrants are not charged entry fees to enter work they produced pro bono. In addition, the efforts of generous marketing and communication professionals are acknowledged through grants and special recognition.

AMCP 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 151 categories in seven forms of media and communication efforts- advertising, publications, marketing/branding, integrated marketing, public relations/communications, electronic media and pro bono. About 15% of the entries won the Platinum Award- the organization's top honor. Nineteen percent won the Gold Award. A list of Platinum and Gold Winners can be found on the Hermes Creative Awards website at www.hermesawards.com.