

FOR IMMEDIATE RELEASE

RedRover Company Wins Three International Communicator Awards

Memphis, Tenn., June 2 — The International Academy of Visual Arts has just announced that Memphis sales and marketing firm RedRover Company has received three awards in the 15th Annual Communicator Awards.

RedRover Company received two Gold Awards of Excellence in Employee Publication, one in the category External Communication and a second in the category Special Edition. The work recognizes a commemorative book developed for a Fortune 150 client in the healthcare sector.



The firm also earned a Silver Award of Distinction in Integrated Not-for-Profit Campaigns for its client The MED Foundation. The campaign was the “25 Years of Giving More Birthdays” celebrating the 25th anniversary of the Elvis Presley Memorial Trauma Center. It included a logo, outdoor banner on Jefferson, email and website components, party invitations and direct mail.

The Communicator Awards is the leading international awards program honoring creative excellence for Communications Professionals. It reviews more than 9,000 entries from companies and agencies of all sizes, making it one of the largest awards programs of its kind in the world.

“We are humbled to be honored with such an esteemed group of agencies from across the nation,” said Lori Turner, RedRover’s Managing Partner. “I’d like to commend the talented members of our team responsible for these projects – Trish McLaughlin, account manager and brand director, who served as copywriter and project lead, and art directors LeeAnn Christopherson and Rod Burch.”

The Award of Excellence, the highest honor, is given to those entries whose ability to communicate puts them among the best in the field. The Award of Distinction is presented for projects that exceed industry standards in quality and achievement.

For well over a decade, the Communicator Awards has honored the best creative work in the communications fields. The Communicator Awards are sanctioned and judged by the International Academy of the Visual Arts, an invitation-only body consisting of top-tier professionals from a “Who’s Who” of acclaimed media, communications, advertising, creative and marketing firms. IAVA members include executives from organizations such as Alloy,



Brandweek, Coach, Disney, The Ellen Degeneres Show, Estee Lauder, Fry Hammond Barr, HBO, Monster.com, MTV, Polo Ralph Lauren, Sotheby's Institute of Art, Victoria's Secret, Wired, and Yahoo! For more information, visit www.iavisarts.org.

RedRover is the only Memphis agency to integrate sales training and coaching with marketing and advertising. The firm specializes in working with small to mid-sized companies, from start-ups to mature organizations. It is uniquely positioned to help clients improve the productivity of their sales force with customized sales training and coaching, while also increasing the return on their marketing investment by combining traditional and guerrilla strategies.

Some of RedRover Company's clients include The MED Foundation, Memphis Chemical & Janitorial Supply, Parasol Awnings, Jack Morris Auto Glass, Memphis Business Group on Health, The Humane Society of Memphis and Shelby County and Brandon Financial Planning.

###