



FOR IMMEDIATE RELEASE

Friday, April 7, 2017

Town of Holly Springs receives Excellence in Communications Award

Charlotte, NC – The Town of Holly Springs was among 22 North Carolina local governments to earn recognition in the Tenth North Carolina City & County Communicators' (NC3C) *Excellence in Communications Awards*. The town won an award in connection to the Safe Exchange Zone.

The awards were presented Thursday, April 6, 2017 at the NC3C's annual Spring Conference in Charlotte during which the organization celebrated 10 years of existence. More than 133 entries were received.

"Our organization is full of city and county government communicators who are excellent at what they do. They are innovative, creative, passionate, and dedicated, and that shows in their work," said NC3C President Glenn Hargett. "It was an honor to preside over the program, viewing these exciting demonstrations of work to communicate the stories of the jurisdictions they serve."

Categories included TV & Videos, Communication Technology, Special Events, Printed Publications, Most Creative Project for the Least Amount of Funds, Citizen Participation, and Marketing Tools.

The Town of Holly Springs received a second place award for the town's "Safe Exchange Zone," Public Service Announcement designed to advance awareness of the town's safe place for internet purchases. The video was shot entirely on a cell phone and launched on Facebook to answer a concern from Police for awareness of the zone. It achieved more than 20,00 views.

Judges for the NC3C Excellence in Communications Awards were government communication professionals from Kansas, Arizona, Texas, Michigan, Maryland and Oregon. Each judge has previously won state or national awards.

The purpose of North Carolina City & County Communicators is to encourage professional development and networking among local governmental communications professionals. The organization was formed in March 2007 and is made up of government professional communicators from around the state. For more information about NC3C, visit the website, www.nc3c.com.

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