



news release

ANDREW J. SPANO, Westchester County Executive
SUSAN TOLCHIN, Director of Communications

CONTACT: SUSAN TOLCHIN
LYNNE BEDELL

(914) 995-2932
(914) 995-3106

FOR IMMEDIATE RELEASE

JUNE 1, 2001

WESTCHESTER GETS KUDOS FOR CREATIVITY **Wins five "Big W" awards for promotional pieces and website**

Competing against dozens of advertising and marketing firms, Westchester County's efforts were recognized with five "Big W" awards at a recent Advertising Club of Westchester competition celebrating "the art of creativity."

The "Big W" 2001 Awards Competition was open to any agency, company or individual in the business or affiliated with the business of advertising, promotion or marketing of a product or service. Gold, silver and bronze award certificates were given in more than a dozen categories. The judging was done by top professionals in the communications field.

The county won the following:

- A gold award in interactive/electronic media for a CD created to recruit staff for the Information Technology department.
- Two silvers – one in the corporate identity category for a logo publicizing the Westchester Information Technology Cluster, and one in overall design for the County Executive's Holiday Greeting Card. The card's millennium theme was illustrated by digital photography of the Michaelian office building.
- A bronze in direct mail design for a promotional piece for Economic Development.
- A bronze in electronic media/websites for the county website.

The promotional pieces, as well as the website, were designed by Ruthann Pucilowski, the county's art director. The county's Chief Information Officer Norman Jacknis and Webmaster Betty Barton also played significant roles in the various projects.

- 30 -