

11/29/2010 12:04:00 PM

Fort Worth Police Officers' Award Foundation wins national award

Rob Robertson
Reporter

The Fort Worth Police Officers' Award Foundation has been honored in an international marketing and communication competition, the Marcom Awards. A platinum award, the highest available, was received for marketing and fundraising efforts completed as the Foundation renewed its commitment to excellence through the launch of a community-wide appreciation initiative.

Pavlik and Associates created and produced the campaign.

The Marcom Awards is administered and judged by the Association of Marketing and Communication Professionals. Nearly 5,000 entries come from advertising agencies, PR firms, design shops, and production companies of individual communicators, media conglomerates and Fortune 500 companies. Winners are chosen based on their excellence in terms of quality, inventiveness, and resourcefulness.

The Fort Worth Police Officers' Award Foundation celebrated its 29th year in 2010.