



For Immediate Release

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Georgina takes home three more MarCom awards

Georgina, ON – The Town’s trophy shelf is expanding again after capturing three MarCom awards. The Communications Division won a gold MarCom award for the Multi-Use Recreation Complex (MURC) sneak peek video. The Economic Development and Tourism Division received two gold MarCom awards for the Taste of Georgina campaign and the National Post advertorial on the Keswick Business Park.

“Congratulations to our Communications and Economic Development and Tourism teams on being recognized with these MarCom awards,” said CAO Ryan Cronsberry. “These awards honour excellence in marketing and communication, while also highlighting the creativity and hard work of these two divisions. I am so proud of the incredible work these teams continue to achieve and offer my gratitude to them for their award-winning commitment to serving our Town.”

The MURC sneak peek video received the gold award in the special event category. With more than 31,000 views, the video provided residents with a first look inside the MURC and served to build excitement and highlight the Town’s dedication to effective communication. The division also received three honourable mentions for the Georgina Matters newsletter, the snowplow operator video and the ghost of Georgina Pioneer Village video.

The Economic Development and Tourism Division received a gold award for the Taste of Georgina campaign that targeted food enthusiasts and families locally and within 40 kilometres. More than \$21,000 was made through 587 meals. The division also won a gold award for the National Post advertorial that brought awareness of the opportunities with the Keswick Business Park, highlighting the benefits of investing in Georgina supported through developer testimonials. The division received an honourable mention for the economic development website.

The Communications Division has won eight MarCom awards in four years, and the Economic Development and Tourism Division has won six. Both divisions are within the Strategic Initiatives Department.

The MarCom Awards are an international creative competition from the Association of Marketing and Communication Professionals that recognizes outstanding achievement by marketing and communication professionals that exceed a high standard of excellence. MarCom Awards are among the largest, most respected international creative competitions. Each year, about 6,500 print and digital entries are submitted from dozens of countries. Entries are judged by industry professionals.

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