



For Immediate Release

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Georgina wins three MarCom awards for Communications and Economic Development

Georgina, ON – The Town of Georgina has captured three more MarCom Awards after the Economic Development and Tourism Division won a platinum award for the Grown in Georgina campaign, and the Communications Division won gold for its Georgina Fire and Rescue Services video. The platinum and gold awards are presented to entries that have exceeded the highest standards of the industry norm. The Communications Division also received an honourable mention for the National Day of Truth and Reconciliation video.

“I want to congratulate our Communications and Economic Development and Tourism Divisions on receiving these MarCom awards,” said Acting CAO Ryan Cronsberry. “This is an outstanding example of the hard work and creativity they use to get the Town’s message out to the community. The COVID-19 pandemic has been difficult for our residents and businesses. Our Communications and Economic Development and Tourism Divisions have risen to the challenge of developing videos and marketing materials, as well as using a variety of channels to inform, educate and create opportunities for engagement in Town activities.”

The Economic Development and Tourism Division received a platinum award for Grown in Georgina – a multi-event campaign that ran from May until the end of September. It included promotion of the Georgina Farmers’ Market, Field to Table Farm Tour and Taste of Georgina. Through support from the Greenbelt Foundation and a partnership with Central Counties Tourism (CCT), the Town increased marketing efforts for each of the events using multiple marketing channels. A campaign logo, hashtag, marketing materials and a designated webpage were created to increase awareness of the multi-event project and Georgina’s thriving agri-food community.

Georgina Fire and Rescue Services is dedicated to educating students about fire safety. So when in-person demonstrations were not the safest option because of the COVID-19 pandemic, the team got creative and took their student fire safety messages online with classroom videos. The Communications Division created two videos – a fire truck tour and a firefighter's dress-up – two activities always popular in-person. The videos were provided to teachers so they could still allow students to experience these popular activities online.

The Communications Division also received an honourable mention for a video produced for a special flag raising event at the Civic Centre on Sept. 30, 2021 for the National Day of Truth and Reconciliation. This special event was done in collaboration with the Chippewas of Georgina Island First Nation. A smudging ceremony was performed, which involved burning one or more medicines gathered from the earth.

This is the fourth MarCom Award in three years for the Communications Division, and the first award for the Economic Development and Tourism Division.

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 6,000 print and digital entries are submitted from dozens of countries. Entries are judged by industry professionals.

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