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**For Immediate Release**

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## **Fuquay-Varina Awarded Three National Communication Awards**

The Town of Fuquay-Varina won three awards at the City-County Communications & Marketing Association (3CMA) 2017 national Savvy Awards Competition held in Anaheim, CA on September 7th. The 3CMA Savvy Awards competition recognizes outstanding local government achievements in communications, public sector marketing and citizen-government relationships.

Nearly 700 entries in 34 categories were judged by peers from across the United States. Sixty-three first-place Savvy Awards were presented. Sixty-two second-place Silver Circle Awards and 61 third-place Awards of Excellence were also presented. Fuquay-Varina was awarded the following:

- **Savvy First Place Award** – *State of the Town Address* in the category of Promotional Video (Population 50,000 or less).
- **Silver Circle Award** – *The Other Side* in the category of Interview/Talk Show/News Programming (Population 54,000 or less)
- **Silver Circle Award** – *State of the Town Address* in the category of Education/Training (Population 59,000 or less)

The innovative *State of the Town* video used motion graphics to communicate Fuquay-Varina's many accomplishments from 2016 in a concise, six-minute video. The video, which launched on Facebook, reached more than 42,000 people and was viewed more than 21,000 times. Judges commented that "the State of the Town video is a refreshing change, imparting important and relevant information with humor." Retired radio personality Bill Jordan provided voice over.

*The Other Side* web series pairs local youth with Fuquay-Varina Police officers for unscripted, intimate conversations about life, love, fears and tough decisions. With the goal of bridging communications between generations, the series of eight videos dives into difficult topics and highlights the importance of conversation in a complicated world. Police Chief Laura Fahnstock has been recognized nationally for successful community policing efforts and *The Other Side* series, along with the police Facebook page, is successfully helping to increase community engagement levels.

Mayor John W. Byrne is extremely proud of being recognized on a national level. "I think it's a historic moment when a town is recognized as the best in the country. It's excellent for our town, our staff and our town board. I'm very proud to be mayor of Fuquay-Varina. There are so many positive things happening in our town," said Mayor Byrne.

The Town worked with Amazing Studios, located in Fuquay-Varina, on both video projects. "The great thing about what we do at Amazing Studios is creating cool videos, for cool people! You don't typically associate that with anything government related but the Fuquay-Varina town staff breaks that mold. The

Town of Fuquay-Varina has a lot of great things happening; it's a fun community so this project allowed us to incorporate both. Whether it's a brand, organization, or even a government institution, viewers respond if they feel like what they are watching was crafted by somebody with a pulse and personality. To see both projects receive awards both locally and now nationally reaffirms our belief that the creative concept is what will allow our work and ultimately our clients to stand out so their message is heard," said Mike Cole, Founder and President of Amazing Studios.

"The Savvies salute skilled and effective city, county, agency or district professionals who have creatively planned and carried out successful innovations in communications and marketing," said Communications Director Susan Weis. "It's definitely an honor for the Town to be recognized in this elite group. Both videos were a strong team effort involving many different departments working to get important messages out to our citizens."

View State of the Town: [www.fuquay-varina.org/annualreport](http://www.fuquay-varina.org/annualreport)

View The Other Side: [www.fuquay-varina.org/theotherside](http://www.fuquay-varina.org/theotherside)