
For Immediate Release

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Town of Fuquay-Varina receives Excellence in Communications Awards

The Town of Fuquay-Varina was among 22 North Carolina governments to earn recognition in the Tenth North Carolina City & County Communicators' (NC3C) Excellence in Communications Awards. Fuquay-Varina won three first place awards which were presented on Thursday, April 6, 2017 at the NC3C annual Spring Conference in Charlotte. More than 133 entries were received.

"Our organization is full of city and county government communicators who are excellent at what they do. They are innovative, creative, passionate, and dedicated, and that shows in their work," said NC3C President Glenn Hargett. "It was an honor to preside over the program, viewing these exciting demonstrations of work to communicate the stories of the jurisdictions they serve."

Categories included TV & Videos, Communication Technology, Special Events, Printed Publications, Most Creative Project for the Least Amount of Funds, Citizen Participation, and Marketing Tools.

The Town of Fuquay-Varina received first place awards for their website, the Economic Development Annual Report and the video series, "*The Other Side*."

"*The Other Side*" original video series includes 8 five-minute videos pairing police officers with area youth for an intimate conversation about life, love, fears and tough decisions. The series dives into difficult topics and highlights the importance of conversation in a complicated world. Judges praised the series concept and execution, as well as the original score. View all eight episodes and extras on the [Town of Fuquay-Varina You Tube channel](#).

The Other Side video series is a home grown project bringing together resources and talent from Fuquay-Varina: Amazing Studios provided all video services and professional video expertise; the Fuquay-Varina Police provided time, talent and experience from a police officer's perspective; Fuquay-Varina schools helped find youth to participate and provide perspective from local youth; and Officers Only, a Bob Barker Company, provided funding for expenses.

The town's website, which was rolled out in September 2016, won positive comments from the judges regarding the integration of the Town's new brand into the website while also making the site easier to navigate. With responsive design and user-friendly features, www.fuquay-varina.org provides users an inviting experience that encourages them to explore, enjoy and experience the Town. A downloadable app was also rolled out in late 2016.

The Town's Economic Development Report, also a first place winner, was praised for the use of strong visuals, easy to follow layout and concise narrative in telling the opportunities and successes as a result of economic development efforts in Fuquay-Varina. View the report at www.fuquay-varina.org/ecodev.

Judges for the NC3C Excellence in Communications Awards were government communication professionals from Kansas, Arizona, Texas, Michigan, Maryland and Oregon. Each judge has previously won state or national awards.

The purpose of North Carolina City & County Communicators is to encourage professional development and networking among local governmental communications professionals. The organization was formed in March 2007 and is made up of government professional communicators from around the state. For more information about NC3C, visit the website, www.nc3c.com.