
For Immediate Release

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The City-County Communications & Marketing Association announced the 2021 winners of its national Savvy Awards Competition during a ceremony in St. Louis, MO on Thursday, Sept. 9.

The Town of Fuquay-Varina brought home three Savvy Awards for the following projects:

- 1) “Elves Invade Fuquay-Varina” in the category One-Time Special Programming videos. (Population under 40,000)
- 2) “Dash Says Take the Census” in the category for Public Service Announcements videos. (Population under 100,000)
- 3) “2020 Fuquay-Varina State of the Town” for Best Promotional Video (Population under 48,000)

The Savvy Awards, held in conjunction with 3CMA’s Annual Conference, recognize outstanding local government achievements in communications, public-sector marketing and citizen-government relationships. 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.

Over 800 entries in 40 categories were received. 3CMA utilized volunteer judges from across the United States to review every entry and provide constructive comments on the winning entries. 72 first-place Savvy Awards were presented of which the Town of Fuquay-Varina received 3 Savvy Awards. 72 second-place Silver Circle Awards and 73 third-place Awards of Excellence were also presented.

In North Carolina, the Town of Fuquay-Varina was the only town to receive top honors in 2021. Since 2017, the Town of Fuquay-Varina has won eight Savvy Awards.