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McMurry Earns Seven IABC Phoenix Copper Quill Awards

Phoenix— The International Association of Business Communicators (IABC) Phoenix chapter recently announced that McMurry, Arizona's largest marketing communications firm, won seven Copper Quill awards, giving McMurry an unmatched treasure trove of more than 1,000 awards since 1990.

"We are extremely proud to have earned seven Copper Quill awards this year," said Beth Tomkiw, vice president of creative services at McMurry. "Receiving recognition from a highly respected organization like IABC affirms that the communications tools we create with our clients are admired and effective."

Vim & Vigor, the magazine that prompted the inception of McMurry in 1984, earned the Award of Merit in the Publications—Magazines category. The Spring 2005, Summer 2005 and Fall 2005 issues of the redesigned *Health Direct* newsletter all earned Awards of Merit in the Design/Photography/Illustration—Newsletter/Newspaper Design category. *The Ritz-Carlton*/"Fete Accompli" (Spring 2005) earned an Award of Merit in the Design/Photography/Illustration—Photography category. *The Ritz-Carlton*/"Prodigal Daughters" (Winter 2005) feature, which took a look at high-profile women who run, or are set to run, the family business, earned an Award of Merit in the Writing—Personality Profiles category. McMurry earned an Award of Excellence in the category of Writing—Features for *The Ritz-Carlton*/"Catwalk City" (Summer 2005) feature, which took readers on a tour of shopping within walking distance of The Ritz-Carlton's Manhattan locales.

The IABC Phoenix Copper Quill Awards are bestowed annually and recognized as a prestigious accolade in the marketing communications industry. Entries were judged by members of the New Jersey, Arkansas, Virginia and Charlotte chapters of IABC. Each entry was scored by two judges, and the two scores were averaged to determine the final score. Winning entries received an Award of Excellence or an Award of Merit.

About McMurry

McMurry (mcmurry.com), with three offices in Arizona and New York, offers a complete line of marketing communications services to a variety of clientele, including GlaxoSmithKline, The Ritz-Carlton Hotel Co., Amtrak, CBS, Aon, CVS Caremark, Waste Management, USAA and 24 Hour Fitness, as well as resources to more than 10,000 corporate professionals. The company has specialized practices in healthcare, finance and insurance. It is among the largest independent marketing communications companies in the U.S. and is recognized by the Great Place to Work Institute and Society for Human Resource Management as one of the top five "Best Small Companies to Work For" in the U.S.

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