

COLLEGE RELATIONS AND MARKETING

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**FOR IMMEDIATE RELEASE**

## **PALM BEACH COMMUNITY COLLEGE WINS A GOLD PARAGON AWARD**

### **WHAT:**

**Palm Beach Community College** received a national, first-place **Paragon Award** for its glossy, 4-color magazine-style newsletter, *Contact*. Gold, silver and bronze Paragon Awards are presented in a variety of communications categories, including printed publications, writing, visual arts and electronic media.

### **WHO:**

\* The Paragon Awards are awarded annually to 2-year educational institutions by the **National Council of Marketing & Public Relations (NCMPR)**.

\* The Gold Paragon Award for Newsletters was accepted by **Dr. Grace Truman**, PBCC's Director of College Relations & Marketing.

### **WHEN & WHERE:**

The 2003 Paragon Awards were announced at the annual NCMPR conference in Las Vegas on March 15.

### **FACTS:**

\* Sponsored by NCMPR, the Paragon Awards recognize outstanding achievement in communications at community, junior and technical colleges. It's the only national competition of its kind that exclusively honors excellence among marketing and public relations professionals at two-year colleges.

\* Since its inception in 1985, the Paragon Awards competition has grown in popularity and prestige. This year, there were more than 1,500 entries from more than 250 colleges across the country.

\* NCMPR is an affiliate council of the American Association of Community Colleges (AACC). The organization is dedicated to fostering the professional development of college communications staff in a variety of areas, including marketing, public and media relations, community and alumni relations, publications, enrollment management and special events coordination.

\* PBCC's *Contact* newsletter is published twice a year, spring and fall.

### **Contact:**

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