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For Immediate Release

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Washington D.C. Firm Wins International Communication Award

Washington, D.C. (June 28, 2005) – On Monday June 27th, the International Association of Business Communicators (IABC) presented Creative Solutions – a Washington D.C. based Marketing and Public Relations firm – with a Gold Quill of Excellence Award for their work in re-branding Weiser Memorial Hospital.

The award applauds innovation and exemplifies the very best-of-the-best in communication programs from around the globe. For 34 years, IABC’s Gold Quill Awards have been the hallmark of excellence in business communication. From the almost 1,000 entries submitted from 26 countries, only the most outstanding entries are given this award. This year the judges gave only 34 Excellence awards.

“Many people in the community had no idea about the quality and broad range of services the hospital could offer them,” says Charlene Nelson, owner of Creative Solutions. “Through a strategic marketing and re-branding campaign, involving bill boards, radio, newspaper, and public relations, we were able to gain significantly more customers and increase revenues.”

Nelson teamed with Roland Taylor of Creative Wave Design, a Montana-based graphic design firm, to produce all the graphic elements of the project.

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