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Office of University
Communications

May 11, 2015

Association of Marketing & Communications Professionals Honors GWU Magazine with Hermes Creative Award

BOILING SPRINGS, N.C.—*Gardner-Webb The Magazine* and its production team are once again being recognized for national and international excellence among marketing and communications publications. The magazine was named a Platinum Winner in the annual Hermes Creative Awards competition, administered by the Association of Marketing & Communications Professionals (AMCP), which is based in Dallas, Texas.

The GWU Office of Communications and Marketing earned platinum status for the print edition of *Gardner-Webb The Magazine* (Vol. 49, No. 2). According to AMCP, there were approximately 6,000 entries from throughout the United States and more than 20 foreign countries. Just 15 percent of entries earned Platinum recognition, while 22 percent received gold recognition and 11 percent received honorable mention.

The Hermes Creative Award marks the fourth time this academic year that the University's magazine and staff have been honored for publication excellence. *Gardner-Webb The Magazine* (Vol. 49, No. 1) recently earned a pair of Communicator Awards by the Academy of Interactive and Visual Arts, as well as a "Gold Award" in single magazine publication in the Collegiate Advertising Awards program, an achievement reached by only five schools in the nation. The magazine was also honored for excellence among higher education publications throughout the Southeast with two special merit awards from the Council for Advancement and Support of Education (CASE).

"I continue to be humbled by the honors we receive for the Gardner-Webb magazine," shared Noel Manning, associate vice president for Communications and Marketing and managing editor for the publication. "This has been a stellar year for our team. I have always been impressed by what we're able to accomplish together in the magazine efforts. But when the quality of our collective work is acknowledged, it serves as a reminder that others recognize these talents as well. These recent honors are greatly appreciated, and I'm extremely proud of the team of writers, designers, and photographers."

The foundation for AMCP began in 1995 as a means to honor outstanding achievement and service to the communication profession. It was founded by a group of communication professionals who were involved in competitions for several of the national and international trade organizations. The goal of the group was to provide an inexpensive, independent competition on an international level that would be fair, respected and open to everyone. As part of its mission, the Association fosters and supports the efforts of marketing and communication professionals who contribute their unique talents to public service and charitable organizations. Each year, the efforts of generous marketing and communication professionals are acknowledged through grants and special recognition.

Located in Boiling Springs, N.C., Gardner-Webb University's purpose is to advance the Kingdom of God through Christian higher education by preparing graduates for professional and personal success, instilling in them a deep commitment to service and leadership and equipping them for well-rounded lives of lasting impact, Pro Deo et Humanitate (For God and Humanity).