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## **LOCAL PR FIRM GILLESPIEHALL BRINGS HOME PRESTIGIOUS 2009 PLATINUM MARCOM AWARD**

*Pennsylvania's Tobacco-Ban Campaign Earns GillespieHall the Platinum*

**DALLAS, TX**—MarCom Awards announced winners for the 2009 international awards competition that recognizes outstanding creative achievement by marketing and communication professionals. There were almost 5,000 entries from throughout the US this year, with several foreign countries participating.

MarCom entries come from Fortune 500 companies, media conglomerates and PR and Advertising Firms. The MarCom Awards is administrated and judged by the Association of Marketing and Communication Professionals. The Association provides judges and sets standards of excellence. Judges are industry professionals who look for companies whose talent exceeds a high standard of excellence.

The PR firm GillespieHall, with its head office in Hockessin, Delaware won the **2009 Platinum Award for the Clean Indoor Air Campaign they created for Pennsylvania Alliance to Control Tobacco (PACT)**. The campaign included a full arsenal of publicity and collaterals, including recognizable “No Smoking” sign unique to Pennsylvania, a colorful Clean Indoor Air Law implementation toolkit for business owners, banners, brochures, decals, stickers, and a comprehensive e-commerce capability. Supplementary materials included a detailed media kit for regional health care contractors, Clean Indoor Air napkins, coasters, table-tents, decals, signs and a PowerPoint presentation. Materials are available in English and Spanish.

“We are delighted to have our Clean Indoor Air campaign recognized nationally,” says Joy Meyer, Executive Director of PACT based in Harrisburg, PA. “It was no small accomplishment preparing the entire state for an ostensibly smoke-free indoor environment. The media and materials had to appeal to very diverse audience. GillespieHall worked closely with PACT and did a great job on this campaign.”

“This was a crusade that the GillespieHall team lived and breathed for 18 months,” says GillespieHall CEO, Bridget Paverd. “Having our peers acknowledge it as Platinum- worthy is indeed fabulous.” Paverd’s partner, Neal Hall, M.D., commented, “Secondhand smoke is lethal – working with PACT on this campaign to save lives and create awareness about the dangers of tobacco-use was a perfect fit for GillespieHall. We are grateful for the recognition.” For more on MarCom Awards and GillespieHall, [www.GillespieHall.com](http://www.GillespieHall.com). ##