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For More Information:
City Manager Judy Akkala 225-8102
Ed Dalheim, MarCom Awards 817-303-2769
William Thum, Superior Productions 226-9459

City of Marquette's Marketing Video Receives International Award

The City of Marquette's marketing video, "A 21st Century City: Marquette, Michigan" has been named a Gold Award Winner in the MarCom 2009 International Awards competition, City officials announced today. The MarCom Awards is an international creative competition that recognizes outstanding creative achievement by marketing and communication professionals. There were almost 5,000 entries from throughout the United States and several foreign countries in the 2009 competition.

The City commissioned Superior Productions to develop and produce a video which showcases Marquette's "reinvention" of the downtown waterfront district, the City's form-based code and other progressive Smart Growth initiatives. Superior Productions later submitted the video to MarCom for consideration. Entries come from corporate marketing and communication departments, advertising agencies, PR firms, design shops, production companies and freelancers, according to MarCom. They note that winners "range in size from individual communicators to media conglomerates and Fortune 500 companies."

(more)

Marquette's MarCom Award

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"The video really captures the spirit of Marquette," said Mayor John Kivela. "When you see the video, you realize the remarkable transformation that has taken place in Marquette, not only in terms of buildings and parks, but also in terms of great events like the U.P. 200 Sled Dog Competition, the Superior Bike Fest and the Noquemanon Ski Marathon. We live in a community, as the video so well points out, that is a 21st century city with a soul."

MarCom Awards is administered and judged by the Association of Marketing and Communication Professionals. The organization notes that it takes about eight weeks of judging, eight hours a day, to review all of the work submitted in each competition. Judges are senior-level, experienced professionals, selected on their experience and availability.

The video, in DVD format, is available for sale for \$10 each at the City Manager's office in City Hall and in the Arts and Culture Center in the lower level of the Peter White Public Library. The video can also be viewed on the City's website at www.mqtcty.org and Channel 21. It can also be seen at YouTube.com and then by entering "City of Marquette, MI" in the search area; it is the second entry, running almost seven minutes.

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