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**For Immediate Release**

**DATE**

**[Name of Firm] Receives Highest Industry Honor**

*American Association of Political Consultants (AAPC) recognizes [name of firm] for exceptional work during its annual conference*

(City Name) [Name of Firm] is proud to announce that it has been awarded a coveted (gold/silver/bronze) Pollie Award, the industry’s highest honor bestowed upon political consultants at the national and international level. [Name of Firm] was recognized in the category of [category] for its exemplary work in the 2011 political season.

“Despite being a non-presidential campaign year, 2011 was a record year for political consultants. From the Wisconsin recall elections to the second act of the Tea Party, to the Personhood battle, we saw some of the most aggressive and impressive political and issue campaigns, which led to a record-breaking number of Pollie entries,” said AAPC President Dale Emmons.

The American Association of Political Consultants (AAPC) announced this year’s winners at the 2012 Annual Pollie Awards & Conference on March 30th in Austin, Texas, during which political heavyweights Paul Begala, Karl Rove and James Carville were inducted into the AAPC Hall of Fame.

The Pollie Awards (Pollies) are bipartisan honors annually awarded by the AAPC to members of the political advertising and communications industry who have demonstrated superior work on behalf of their candidates and causes. A blind jury of their peers known as the “Judges” selects AAPC award winners. *Esquire* magazine has dubbed the Pollies as “…the Oscars of political advertising.”

AAPC Vice President Art Hackney added, “Our judging panel of more than 250 experts—representing all disciplines, including new media—were particularly impressed by the caliber of work to choose from. This was one of the most competitive non-presidential election seasons we’ve seen and the honorees stood out among a record-number of impressive Pollie entries. The AAPC is proud to recognize [name of firm] for its ongoing efforts in the political consulting community and for serving as a example for a new generation of campaign and political professionals.”

The annual Pollie Awards & Conference marks the beginning of the next political season where political professionals gathered to learn, celebrate, relax, network and refuel for the upcoming 2012 election cycle.

**About AAPC**

Founded in 1969, the AAPC is a multi-partisan organization of political and public affairs professionals dedicated to improving democracy. The AAPC has over 1,000 members hailing from all corners of the globe. It is the largest association of political and public affairs professionals in the world. The AAPC began presenting the Pollie Awards in 1993. For more information, see www.theaapc.org.\*\*\*