**Contact:**

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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 Pollie Award from the AAPC, 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 during the 2012 political season.

“This year’s Pollie Awards were especially exciting given the very competitive 2012 election cycle. We continue to see in our entries new, creative efforts to reach voters through both traditional voter contact tactics and innovative, groundbreaking social media strategies,” said AAPC President Dale Emmons (D-KY).

The AAPC announced this year’s winners at the 2013 Annual Pollie Awards & Conference on April 5 in Washington, D.C.

The Pollie Awards (Pollies) are bipartisan honors awarded annually 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.”

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. For more information, see [www.theaapc.org](http://www.theaapc.org).

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