**Contact:**

**Office:**

**Fax:**

**Email:**

**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 2013 political season.

“This year’s Pollie Awards were especially competitive for an off cycle with over 1,600 entries.  We were pleased to see innovative voter contact and persuasion strategies applied in all segments, especially in our Internet and social media categories, which saw a significant increase in number over last year,” said AAPC President Art Hackney.

The AAPC announced this year’s winners at the 2014 Annual Pollie Awards & Conference on April 4 in San Diego, CA. 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 selects AAPC award winners. *Esquire* magazine has dubbed the Pollies as “…the Oscars of political advertising.”

The annual Pollie Awards & Conference brings the leading political professionals in the world together to network and hear from top technology innovators, pollsters, pundits and service providers as the 2014 political cycle begins to heat up.

 **About the 2014 AAPC Pollie Awards & Conference**As the leading industry event heading into the midterm elections, the 2014 AAPC Pollie Awards & Conference featured cutting-edge programming on key industry trends, including the Hispanic influence on American politics, changing media landscape, the science of voter behavior, and the role of political professionals in promoting civil discourse.  Widely recognized as the must-attend event for political consultants, media buyers, public affairs specialists, suppliers, industry leaders and journalists, the 2014 AAPC Pollie Awards & Conference took place in San Diego, CA April 2-4, 2014.  More than 400 political professionals took advantage of the Conference’s programming, designed to empower attendees to leverage the latest techniques in campaign strategy and management. For details, visit [www.theaapc.org](http://www.theaapc.org).

**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 1,250 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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