

Boys & Girls Clubs of York County
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Boys & Girls Clubs of York County Wins Top National Marketing and Communications Award

ROCK HILL, SC (March 31, 2016) – The Boys & Girls Clubs of York County has won a Gold Award in the Publications category for the Boys & Girls Clubs of America’s 29th Annual Marketing and Communication Awards. For the past 29 years, Boys & Girls Clubs of America has celebrated the tremendous achievements Boys & Girls Clubs have made in the field of marketing through the Marketing and Communications (MAC) Awards. A bronze, silver and gold award are presenting in 6 different categories. Club representatives understand the value of marketing and communications in their communities. By promoting their Club, they increase awareness and create an environment of support. Ultimately, it helps our Clubs and kids.

The Boys & Girls Clubs of York County is being recognized in the Publications category which includes publications that enhance the visibility of the Club. Our winning publication included a submission from our 2015 Holiday Fundraising Appeal. This appeal included 4 different targeted mailings in the form of holiday cards aimed at raising crucial year end support for our 5 Club locations throughout York County. The appeal also included photos of our own Club members and signatures from several board members adding an additional personal touch. Senior Director of Boys & Girls Clubs of America’s Marketing Department, Meredith Carter Moore, writes “We commend Boys & Girls Clubs of York County for creating and producing quality and effective marketing campaigns and we are pleased to honor what your team has accomplished.”

The Boys & Girls Clubs of York County is honored to be recognized through the Annual MAC Awards. It is our commitment to tell the stories of our Club members and share the faces of the youth whose futures are brighter because they are members of Boys & Girls Clubs. Sara Blancke, Director of Development & Marketing, is responsible for the design, production, and distribution of the gold MAC Award winning publication and will be accepting the award on behalf of the BGCYC during the 2016 Boys & Girls Clubs of America National Conference taking place in May in New Orleans. Sara shares that “last year’s holiday appeal was truly a labor of love and it certainly paid off...literally!” Kim Keel, Interim Executive Director, writes that “we are beyond proud to congratulate Sara on a GOLDEN moment in her professional life and a point of honor for our organization!” In addition to receiving this top national award, the Boys & Girls Clubs of York County will also be presented with an award of \$1,000.

About Boys & Girls Clubs of York County:

Since 1992, Boys & Girls Clubs of York County has maintained its mission to enable all young people, especially those who need us most, to reach their full potential as productive, caring and responsible citizens. Serving over 750 members last year, Boys & Girls Clubs of York County operates 5 Clubs in Clover, Catawba, Rock Hill and Fort Mill including. For additional information regarding the clubs and services, visit www.bgcyc.org.