



## *News Release*

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### **Century College Wins Three National Marketing Awards**

Century College has won three national marketing awards - two from the National Council for Marketing and Public Relations, the country's leading association for two-year college marketing professionals, and one from the ADDY Awards, a national advertising competition that attracts over 60,000 entries annually.

Century's NCMPR awards included a Silver Paragon for its new web site, and a Silver Paragon for a college folder cover. The ADDY Award was for an electronic viewbook located on the web site. The viewbook, designed by Advantage Design Group of Jacksonville, Florida, combines video, images and graphics to answer specific questions that are important to future students and their parents.

The NCMPR awards were presented March 11 at a national convention in Savannah, Georgia. The ADDY Award was given out on Feb. 9.

Other Minnesota winners of NCMPR awards this year included Minnesota State Colleges and Universities (two Gold Paragons for print and video advertisements), Hennepin Technical College (two Bronze Paragons for a class schedule and a newsletter), North Hennepin Community College (a Bronze Paragon for an invitation and a Silver Paragon for photography), Lake Superior College (a Silver Paragon for an online newsletter), Dakota County Technical College (a Gold Paragon for photography and a

Bronze Paragon for novelty advertising), and Minnesota West Community and Technical College (a Bronze Paragon for photography.)