



FAIRFAX COUNTY PARK AUTHORITY



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Park Authority Wins Four National Communications Awards

The Fairfax County Park Authority earned four national awards in this year's Blue Pencil & Gold Screen Awards Competition sponsored by the National Association of Government Communicators. The awards were announced during a reception and banquet at the National Press Club in Washington, D.C., on June 12, 2014.

The Park Authority claimed first place in the Shoestring Budget Category for last fall's Black Friday Campaign in which the agency urged residents to follow a trail to one-day only deals on golf and fitness packages. The Park Authority also took home a second-place writing award in the individual Article Category for a piece on Chessie's Big Backyard, an accessible playground at Lee District Park. The article was published in Parktakes magazine.

The Park Authority won Awards of Excellence in the Special Events Category for its Healthy Strides Community 5K/10K & Fitness Expo and in the Mobile Category for its Parktakes Mobile application which allows residents to sign up for classes with mobile devices.

The NAGC awards salute superior communication efforts of government agencies and recognize the people who create the products. Blue Pencil Award categories are designed for writing, editing, photography, and published products. Gold Screen Award categories recognize audio-visual and multimedia products, including broadcast and Internet-based products.

The NAGC is a national not-for-profit professional network of federal, state and local government employees who disseminate information within and outside government. Its members are editors, writers, graphic artists, video professionals, broadcasters, photographers, information specialists and agency spokespersons.

For more information contact the Public Information Office at 703-324-8662.

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