

NewsRelease

FOR IMMEDIATE RELEASE: June 18, 2009

No. 09-22

MEDIA CONTACT: GARY SOMERSET 202.512.1957, 202.355.3997 cell gsomerset@gpo.gov

GPO'S CREATIVE SERVICES AND COMMUNICATIONS DEPARTMENTS TAKE TOP HONORS

WASHINGTON— The Association of Marketing and Communication Professionals honors the U.S. Government Printing Office (GPO) with two Hermes Creative Awards. GPO's 2008 Annual Report won a Platinum Award, the highest honor in the annual report category. A team is tasked with reporting GPO's financial statements and creating a theme around an agency initiative for the annual report. For 2008, the team highlighted ways employees are practicing sustainable environmental stewardship in written and video formats.

http://www.gpo.gov/pdfs/congressional/GPO_08AnnualReport_final.pdf

<http://www.youtube.com/watch?v=7fBuV10pbmg>

The Public Relations Plan for the launch of GPO's Federal Digital System (FDsys) won a Gold Award in the Public Relations Plan category. FDsys is a system that gives the public a one-stop site to authentic, published Government information. The system is a major agency initiative and has been under development for five years. The launch of the system was covered by national, Capitol Hill and local media outlets. www.fdsys.gov

More than 3,700 corporations, Government agencies, advertising agencies, public relations firms and design shops competed in this international competition. Coca-Cola, The Walt Disney Company, Burger King and NASA are some of the other companies and agencies who received awards. A Hermes Creative Award went to those who have displayed a high standard of excellence in the concept of writing and design of traditional and emerging media.

"This honor is a continued example of the high quality of work being produced in all areas of GPO," said Public Printer Bob Tapella. "My congratulations to the annual report team, Creative Services and Communications departments for producing plans and products that represent the hard work the men and women of GPO do every day."

GPO is the Federal Government's primary centralized resource for gathering, cataloging, producing, providing, authenticating, and preserving published U.S. Government information in all its forms. GPO is responsible for the production and distribution of information products and services for all three Branches of the Federal Government. In addition to publication sales, GPO makes Government information available at no cost to the public through *GPO Access* (www.gpoaccess.gov), and through partnerships with approximately 1,250 libraries nationwide participating in the Federal Depository Library Program. For more information, please visit www.gpo.gov.

###