



AMERICAN ASSOCIATION OF POLITICAL CONSULTANTS

Contact

Anthony Bellotti
Executive Director
American Association of Political Consultants
<http://www.theaapc.org>
E-mail: abellotti@theaapc.org
Phone: (202) 544-9815
Fax: (202) 544-9816

X Wins Prestigious Pollie Award for Campaign Excellence

SANTA MONICA, CA --- On March 15th X was honored by the American Association of Political Consultants (AAPC) at the 17th Annual Pollie Awards and conference with a (**gold, silver, or bronze**) in the category of X.

These awards are the highest honors the political consulting and public affairs community awards to the best in the business. This year more than 450 consultants from around the nation and 14 visiting countries attended the three-day conference which featured the trends, technology and creative techniques that are playing out in this exciting political year.

This year's Pollie Awards also attracted more entries than ever before – more than 1250 individual entries. Indeed, competition was stiff and the judging even stricter. Political and public affairs professionals entered their “best of show” entries online – and seasoned professionals from throughout the country went online to judge the materials with no knowledge of who had entered the materials. The judges' tallies were added in Washington, D.C. by the AAPC staff, and winners were announced at the Pollie Awards dinner on Saturday night at Loew's Santa Monica Beach Hotel.

“This entry went to the point of our work: it was clean, professional, unique and successful in capturing what we endeavor to do: produce creative work that cuts through the clutter of all the messages out there,” said Tony Fazio, President of the American Association of Political Consultants. “and this winning work will be posted on our website (theaapc.org) for the world to see what we think best work really is.”

The American Association of Political Consultants is the nation's largest organization of political and public affairs professionals, representing the best in the business. We elect the world's leaders; we help democracies engage their citizens.

Members conduct public research, devise campaign strategies that move messages, target key audiences, create media and materials, and ensure democracies are accountable to their publics.

The prestigious Pollie Awards is sponsored by Yahoo! and is the AAPC's signature annual event recognizing the best in political and public affairs communications in 175 different categories each year.

(Space for Quotes from the winners)

The AAPC is a multi-partisan trade association with over 2,500 members from all fifty states, territories and other countries. Membership reflects a wide range of ideologies, partisan affiliations, and professional specialties, and includes students and academics.