

NEWS RELEASE

ROCKFORD PARK DISTRICT MAKING MEMORIES FOR A LIFETIME

From: Rockford Park District

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Park District's Low-Fee Broadcast Ad Wins Award

ROCKFORD IL – The Rockford Park District recently received the **Agency Showcase Broadcast Advertisement Award** from the Illinois Park & Recreation Association (IPRA) and the Illinois Association of Park Districts (IAPD) for their 30-second television commercial created to promote the many low-fee programs, activities, and events offered by the District. Parks and recreation marketing representatives located throughout Illinois submitted entries for judging at the IPRA/IAPD annual conference held last week. Entries were judged on the effectiveness of the message, overall quality, and originality.

“The Agency Showcase competition recognizes the work of communication professionals in the parks and recreation field. This past year, we developed a campaign to increase awareness of our many free and low-fee offerings. We are thrilled to have received the top award for our campaign’s broadcast commercial. We are fortunate to have a talented multimedia specialist on staff capable of completing such creative and quality work,” said Communications and Marketing Manager Denise Delanty.

The 30-second broadcast spot was created by Rockford Park District Multimedia Specialist Curt Johnsen.

To view the commercial, visit: <http://www.rockfordparkdistrict.org/home/programs/freeactivities/freeactivities.cmsx>

For more information, contact Denise Delanty at 815-987-8691.

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ROCKFORD PARK DISTRICT

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For assistance and information on accessibility, contact RPD Customer Service at 815-987-8800 (TTY, 888-871-6171).



*The Rockford Park District is a Distinguished Agency
Professionally accredited for high standards and
superior park and recreation services*