

## **NEWS RELEASE**

### **FOR IMMEDIATE RELEASE**

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### **AICPA CAPTURES 24 AWARDS FROM ASSOCIATION OF MARKETING & COMMUNICATION PROFESSIONALS IN 2007** *Financial Literacy Campaigns Win Prestigious Honors*

**NEW YORK (December 19, 2007)** – The American Institute of Certified Public Accountants has received 15 MarCom Awards and nine Hermes Creative Awards from the Association of Marketing & Communication Professionals in 2007.

More than half the awards were for the Institute’s Feed the Pig ([www.feedthepig.org](http://www.feedthepig.org)) campaign, a national partnership with the Ad Council. This public-service program is designed to help Americans ages 25 to 34 prepare for long-term financial security.

The AICPA’s 360 Degrees of Financial Literacy program, which educates Americans on how financial issues affect them at different life stages, garnered a gold award for its website, [www.360financialliteracy.org](http://www.360financialliteracy.org).

Other awards went to two annual reports, three membership marketing brochures, and staff orientation and retention videos.

“It’s particularly gratifying when your professional colleagues in communications appreciate your work,” said Janice Maiman, AICPA vice president – communications. “We’re especially pleased to see the recognition for our financial literacy efforts. We hope more people will be encouraged to visit the 360 and Feed the Pig websites and learn about their important messages.”

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The MarCom Awards and Hermes Creative Awards are international competitions for marketing and communications professionals. Entrants include corporate marketing and communications departments, advertising agencies, public relations firms, design shops, and production companies.

The AICPA received the following **MarCom Awards**:

Platinum

- Feed the Pig [feedthepig.org](http://feedthepig.org) microsite
- Feed the Pig podcast series
- Feed the Pig TV PSA campaign
- “Define Yourself” membership marketing brochure

Gold

- Feed the Pig brochure
- Feed the Pig Weekly Savings Tips
- 360 Degrees of Financial Literacy [360financialliteracy.org](http://360financialliteracy.org) website
- AICPA 2006 Annual Report
- AICPA 2006 Communications Annual Report
- “Have You Heard” membership marketing brochure

Honorable Mention

- Feed the Pig 2008 savings calendar
- Feed the Pig National Pig Day e-Card
- Feed the Pig radio PSA campaign
- “Feed the Pig: the Making of a PSA Campaign” video
- “Unlock Your Future” membership marketing brochure

The Institute won the following **Hermes Creative Awards**:

Platinum

- Feed the Pig podcast series
- Feed the Pig microsite
- Feed the Pig TV PSA
- Orientation video for new staff

Gold

- Feed the Pig TV PSA
- Feed the Pig radio PSA
- “Feed the Pig: the Making of a PSA Campaign” video

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Honorable Mention

- Feed the Pig National Pig Day e-card
- “The New Face of the CPA Profession” staff retention video

About the AICPA

The American Institute of Certified Public Accountants ([www.aicpa.org](http://www.aicpa.org)) is the national, professional association of CPAs, with more than 350,000 members, including CPAs in business and industry, public practice, government, and education; student affiliates; and international associates. It sets ethical standards for the profession and U.S. auditing standards for audits of private companies; federal, state and local governments; and non-profit organizations. It also develops and grades the Uniform CPA Examination.

The AICPA leads a national public-education effort of the CPA profession called 360 Degrees of Financial Literacy ([www.360financialliteracy.org](http://www.360financialliteracy.org)), designed to improve the financial understanding of Americans at all age levels. A related campaign, Feed the Pig ([www.feedthepig.org](http://www.feedthepig.org)), a partnership with the Ad Council, is designed to help Americans 25 – 34 save for long-term financial security.

The AICPA maintains offices in New York; Washington, D.C.; Durham, N.C.; Ewing, NJ; and Lewisville, TX.

Media representatives are invited to visit the AICPA Online Media Center at [www.aicpa.org/mediacenter](http://www.aicpa.org/mediacenter).

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