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## **For Immediate Release**

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### ***Pasco EDC Wins Major Communication Award at the 2021 SEDC Annual Conference***

TAMPA, FLORIDA (August 16, 2021) – Pasco EDC received one of the top honors for a communications piece at the SEDC Communication Awards Ceremony. The awards ceremony was held during the **2021 Southern Economic Development Council (SEDC) Annual Conference**, August 16-17, 2021, in Tampa, Florida.

“These annual Communication Awards recognize and showcase the leading communication and marketing work done by economic development professionals throughout the south. Pasco EDC hit the mark this year with this communication piece. Its entry in the Audiovisual category titled, ***Pasco County: Meet, Live, Work, and Play on Florida's Sports Coast***, won Best in Class, Large Division. This piece not only showed creativity, but also solid messaging and effectiveness at reaching their target audience. “We were wowed by all the entries we received this year and were impressed with the high level of marketing work being done in economic development by SEDC members,” said SEDC president, Gene Stinson, after the ceremony.

The Communication Awards are given each year by SEDC at its annual conference. Over twenty categories of communications and marketing work submitted by SEDC members are evaluated within four divisions. Judging criteria for General Entry Awards include Graphic Appeal, Clarity of Message, Quality of Information, Positioning / Differentiation and Format.

Judges for the Communication Awards competition are economic development consultants, communication, and design professionals from across the southern United States

who work with clients in developing strategies for growth in their communities. SEDC chose these judges because of their knowledge of the economic development process, the development of marketing content, and graphic design. They understand the needs businesses have in choosing a site and how communities and economic development organizations can reach prospective clients through their marketing efforts.

The ***SEDC Annual Conference*** is SEDC's main educational event of the year. Over 400 economic development professionals spent three days networking and learning recent economic development trends and strategies from corporate, government and executive professionals.

### **About SEDC**

SEDC is the oldest and largest regional economic development association in North America, with more than 860 members representing a variety of backgrounds. From local, regional, and state economic development agencies, chambers of commerce, business and industry, utilities, transportation, finance and education, members share a common interest: the promotion and enhancement of the economic development profession. To find out more about SEDC, please visit [www.sedc.org](http://www.sedc.org).

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