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PRESS RELEASE

FOR IMMEDIATE RELEASE

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City Receives Silver Circle Award for Excellence in Communications

WHEAT RIDGE, CO – The City of Wheat Ridge is pleased to announce that the City-County Communications Marketing Association (3CMA) recently awarded the City with the following prestigious national award recognizing outstanding local government achievement in communications:

- **Silver Circle Award** - For the City's *Sherlock and Watson Searching for A.C.T.I.O.N!* Video in the TV and Video, One-Time Special Programming category.

The video was filmed internally and shown at the annual employee appreciation ceremony. The goal of the project was to create a fun, educational video that effectively reinforced the City's core values of ACTION! The rollout of the City's core values was previously recognized by 3CMA with a Savvy Award in 2012.

The City is excited about this latest award and continuing to engage its staff members to ensure they are delivering exceptional service to the citizens of Wheat Ridge. "We are continually trying to find ways to build on our strong organizational culture at the City of Wheat Ridge and to demonstrate management's commitment to building an exceptional organization." said Patrick Goff, City Manager. "The Sherlock Holmes video was a creative opportunity to reinforce our mission and values and have fun at the same time!"

About the 3CMA Awards

The 3CMA awards competition recognizes outstanding local government achievements in communications, public-sector marketing and citizen-government relationships. The awards salute skilled and effective city, county, agency or district professionals who have creatively planned and carried out successful innovations in communications and marketing. The program accommodates local government organizations of all sizes and budget classes by judging entries in several different population groups.

The awards program also serves as an increasingly important forum for exchanging cutting-edge information and ideas among government professionals. Finalists in each category are eligible for one of the three awards: SAVVY, Silver Circle or Award of Excellence.

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