



## GovMark COUNCIL

*Building Government IT Marketing Community*

### **FOR IMMEDIATE RELEASE**

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### **Library of Congress Wins the Gold at Fourth Annual GovMarks Awards**

*CDW Government, Inc., Research In Motion, Robbins Gioia, and Symantec win GovMarks Awards*

**Alexandria, Virginia, July 28, 2009** - GovMark Council, a not-for-profit forum that facilitates education and networking for senior-level marketing executives who serve the government Information Technology and Telecommunications (IT&T) market, today announced the winners of the Fourth Annual GovMarks Awards. In its fourth year, the awards honor the industry's best marketers.

The GovMark Council presented six awards, three of which recognize programs focused on reaching Department of Defense, Federal civilian agencies, and state and local government IT decision makers. In addition, GovMark Council recognized the "Best Overall Marketing Program" as well as the "Best Private-Sector Creative Marketing Program" and the "Best Public-Sector Creative Marketing Program" for creative excellence. A panel of ten independent judges from both the public- and private-sector ranked the nominations (<http://www.govmarkcouncil.org/programs-awards.asp>).

Award winners are as follows:

**Best Overall Marketing Program**

- Library of Congress – "Library of Congress Experience"

**Department of Defense Marketing Program**

- Robbins-Gioia, LLC – "Accelerate Success Campaign"

**Federal Civilian Marketing Program**

- Symantec – "2008 Symantec Government Symposium"

**State & Local Marketing Program**

- CDW Government – "Public Safety Marketing Campaign"

### **Best Private-Sector Creative Marketing Program**

- Research In Motion – “Buzzing the Beltway”

### **Best Public-Sector Creative Marketing Program**

- Library of Congress – “Library of Congress Experience”

“We are thrilled to be recognized for the creation of the ‘Library of Congress Experience’”, said Jo Ann Jenkins, chief operating officer Library of Congress. “The Library is continuously looking for ways to evolve to meet the needs of visitors through innovative marketing experiences. We want to thank the GovMark Council for recognizing our efforts.”

“The GovMark Council applauds the 2009 GovMarks Award winners,” said Stephen W.T. O’Keeffe, GovMark Council executive director. “Organizations must constantly look for innovative ways to market to their customers – the winning campaigns highlight the marketing excellence and creativity of the government IT community.”

### **About the GovMark Council**

The GovMark Council<sup>SM</sup> is a forum that facilitates education and networking for senior-level marketing executives who serve the government Information Technology and Telecommunications (IT&T) market. The GovMark Council provides members with quarterly educational programs, proprietary research reports, and opportunities to interact with other senior-level industry IT&T marketing professionals. Visit the GovMark Council on [www.govmarkcouncil.org](http://www.govmarkcouncil.org).