



Press Release  
For Immediate Release  
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## Excellence in Communications & Marketing Recognized at Annual Conference

La Grange – The Agency Showcase Competition held at the annual IAPD/IPRA *Soaring to New Heights* Conference is the premier communications and marketing competition for park and recreation agencies. The Agency Showcase is a spirited competition spotlighting bright ideas exhibited by park, recreation and conservation agencies from throughout Illinois. This professionally judged competition recognizes



Illinois agencies for their marketing and communication efforts ranging from print to multimedia. Special thanks to the 24 judges from Chicagoland marketing firms, advertising agencies, and institutes of higher learning for volunteering their time to be part of the process.

“The Agency Showcase competition continues to highlight the innovative and competitive marketing strategies at Illinois’ park and recreation agencies. We were thrilled to have 59 agencies submit over 250 pieces. Congratulations to all involved!” – Matt Fairbanks, Education and Membership Director, Illinois Park & Recreation Association.

In 2017, the showcase included two divisions and 12 categories in which to enter.

Congratulations to the following winners:

People’s Choice Award  
Lombard Park District

Overall Agency Showcase  
1. Lombard Park District  
2. Champaign Park District  
3. Gurnee Park District

Brochure Series  
1. Batavia Park District  
2. Frankfort Park District  
3. Hoffman Estates Park District

Showcase Display  
1. Lombard Park District  
2. Champaign Park District  
3. Gurnee Park District

Electronic Communication  
1. Winnetka Park District  
2. NSSRA  
3. Northbrook Park District



#### Promotional Item

1. Joliet Park District
2. Bolingbrook Park District
3. Fox Valley Park District & Winnetka Park District (tie)

#### Integrated Photography

1. Forest Preserve District of Kane County
2. Champaign Park District
3. Lombard Park District

#### Large Format

1. Lombard Park District
2. Fox Valley Park District
3. Arlington Heights Park District & Park District of Franklin Park (tie)

#### Logo Design

1. Champaign Park District & Oswegoland Park District (tie)
2. Mundelein Park District
3. Lombard Park District

#### Marketing Campaign

1. Orland Park Recreation & Parks Department
2. Gurnee Park District
3. Mundelein Park District

#### Media Campaign

1. Gurnee Park District
2. Naperville Park District
3. NSSRA

#### Paid Advertisement

1. Champaign Park District
2. Winnetka
3. Lombard

#### Print Communication

1. McHenry County Conservation District
2. Mundelein Park District
3. Skokie Park District

#### Social Media Campaign

1. SEASPAR
2. Bolingbrook Park District
3. Wheaton Park District

#### Website Design

1. Homewood-Flossmoor Park District & River Trails Park District (tie)
2. Rolling Meadows Park District
3. Arlington Heights Park District

The IAPD/IPRA Soaring to New Heights Conference is the premier state conference for parks and recreation, forest preserves and conservation agencies in Illinois. The IAPD/IPRA Soaring to New Heights Conference brings together more than 4,000 professionals and elected officials for three exciting days of quality educational programming, networking and professional development. In 2017, it featured 18 pre-conference workshops, over 150 educational sessions, and an exhibit hall where more than 325 exhibitors showcased their latest and greatest products and services.

Established in 1944, the Illinois Park and Recreation Association's mission is to provide and promote exceptional standards of education, networking, and resources for all professionals in the Illinois park, recreation, and conservation communities. For more information about IPRA, its board and mission, please call us or visit the IPRA website: [www.Ilipra.org](http://www.Ilipra.org)

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