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—FOR IMMEDIATE RELEASE—
CHAMBLEE RECEIVES RECOGNITION FOR COMMUNICATIONS EXCELLENCE

November 14, 2018—The City of Chamblee was recently awarded three Flame awards at the 2018 International Association of Business Communicators (IABC) Atlanta Golden Flame celebration. The awards were: a Gold Flame for the 2018 annual report, “Reflecting on Our Past, Embracing Our Future”; a Silver Flame for the redesign and content of the 2018 “Signal” newsletter; and a Silver Flame for the “Weekend Now” videos, which are shared on the city’s social media channels.

The annual report, “Reflecting on Our Past, Embracing Our Future,” engages the city’s constituents by communicating its accomplishments and financial good standing. It also delivered the city’s mission and values into one cohesive printed piece. The Signal was redesigned with updated content to give it more of a “lifestyle” magazine feel after staff surveyed stakeholders. Respondents said they wanted more articles on new businesses, the arts, Chamblee improvements, local entertainment, community events, community profiles and zoning. While posted online, sixty-five percent said they still prefer a printed copy of the Signal. These findings are the basis of the new Signal. City staff created “Weekend Now,” to allow easy engagement and promotion of our events and happenings in the city. With mobile devices being ubiquitous, staff felt these videos deliver key messages on a key piece of technology to our audience. Staff worked diligently to create a niche in this technology that fills what our audience now desires.

The Golden Flame awards recognize exceptional examples of advertising, marketing and communication programs as judged by an international panel of peer-professionals. Overall, 26 companies earned 63 awards: 42 gold, 11 silver and 10 bronze all for business communication excellence.

For more information on the City of Chamblee, visit www.chambleega.gov or call 770-986-5010.

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Located just 14 miles from downtown Atlanta, Chamblee is a vibrant urban city with a diverse community and international flair. The City of Chamblee began as a small rail town and was incorporated in 1908. It has grown to more than seven square miles and nearly 30,000 residents. Chamblee is home to a heavy rail MARTA station, a historic downtown and Antique Row, the vibrant Buford Highway Corridor, DeKalb-Peachtree Airport (PDK), the Centers for Disease Control and a thriving business community with a unique sense of entrepreneurship and optimism. Visit www.chambleega.gov for more information.