



# PRESS RELEASE

## For Immediate Release

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## **Liberty Mutual is Top Winner at IMCA 2010 Showcase Awards**

### **PEMCO wins SAMMY Award at 52<sup>nd</sup> annual awards event honoring the insurance industry's best marketing and communications work**

**Atlanta, GA—July 26, 2010** — PEMCO Insurance received the top honor and Liberty Mutual received the most awards at the Insurance Marketing and Communications Association (IMCA) 2010 Showcase Awards, held during the IMCA Annual Meeting on June 27-30, at the Grand Hyatt in Atlanta.

PEMCO received the coveted SAMMY Award for its comical “4-Way Stop” entry, part of PEMCO’s successful “Northwest Profiles” television ad campaign. The SAMMY Award is given for the overall Best of Show as voted on by the attending IMCA members.

This year, Liberty Mutual led all companies with 14 awards overall, including six Best of Show awards. Other top overall winners included PEMCO (6), The Allied World Assurance Company (5), State Farm Insurance (5), The Great American Insurance Group (5), American Specialty Health (4) and The Hartford (4).

Other Best of Show winners included Westfield Insurance, National Specialty Underwriters, Fireman’s Fund, Texas Medical Liability Trust, CNA, The Navigator’s Group, MICA, Kimball Communications, Hanover Insurance, The Doctor’s Company, The Co-operators and MetLife Broker Dealer Group.

In addition to these winners, companies that received multiple Awards of Excellence included Swiss Re, Vertibrands, Grinnell Mutual and Sun Life Financial.

The IMCA Showcase Awards – now in its 52<sup>nd</sup> year covers 35 categories, including advertising, sales promotion, multimedia campaigns, TV/radio, web sites, social media, employee communications, annual reports, e-commerce, community service campaigns and public relations.

### **About IMCA**

The Insurance Marketing and Communications Association (IMCA<sup>SM</sup>) is an international organization of insurance communications professionals specializing in marketing, communications, advertising, sales promotion, public relations and media relations. The oldest insurance marketing and communications association in North America, it began as the Insurance Advertising Conference (IAC) in 1923 and was renamed in 1984 to better depict the evolving roles of insurance communicators. IMCA’s purpose is to promote excellence in insurance marketing and communications, improve the professional skills of members, foster the sharing of ideas and experiences among members and promote a positive image of the insurance industry.

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