



PRESS RELEASE

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Call for Entries for 2012 IMCA Showcase™ Awards

Entries now being accepted for insurance industry's longest-running creative awards for marketing and communications professionals

Gig Harbor, Wash. – February 8, 2012 – The Insurance Marketing and Communications AssociationSM (IMCA) is pleased to announce a worldwide call for entries for its prestigious *IMCA Showcase™ Awards*, the longest-running creative awards competition for insurance marketing and communications professionals.

The 2012 *IMCA Showcase Awards* competition— now in its 54th year – offers awards in 35 categories, spanning electronic, print, social and broadcast media, as well as internal and external communications, corporate communications and marketing communications. Entries are accepted from IMCA members and nonmembers alike, and all submissions are eligible for Best of Show and Award of Excellence awards.

IMCA's top *Showcase* recognition, the coveted SAMMYSM award, is presented to the overall best submission as voted on by attendees during the IMCA Annual Meeting. Last year's top winners included Allied World, American Modern Insurance Group, CNA, John Hancock and Liberty Mutual. To view last year's *Showcase Awards* highlights, click here: <http://youtu.be/2W3ZJQntnZY>.

This year's *Showcase Awards* will be presented at the *Showcase Awards Gala* on June 26. This event will take place as part of IMCA's 2012 Annual Meeting, June 24-27 at the Ritz Carlton in Denver.

Deadline for entries is April 2, 2012. Insurance marketing and communications professionals can enter at www.imcanet.com. For more information, contact IMCA Executive Director Temie Seibert at 206-219-9811, or tseibert@imcanet.com.

In addition, for the second consecutive year, IMCA has teamed up with the National Association of Professional Surplus Lines Offices (NAPSLO) and the Target Markets Program Administrators Association (TMPAA) to offer members of the associations formally judged marketing campaign competitions. The same IMCA *Showcase Award* judges will judge the "NAPSLO Marketing Campaign Award" and "TMPAA Program Marketing Campaign Award" entries. Awards are presented at each association's respective events.

About the Insurance Marketing and Communications Association

IMCA (www.IMCAnet.com) is the oldest insurance marketing association in North America with roots tracing back to 1921. Membership includes leading international and domestic multi-line insurance companies and brokerage firms, regional and specialty companies, general agencies, and prominent industry suppliers. The organization represents over 120 companies, including the top five property/casualty writers. Members include senior level management and professional staff working in the areas of corporate communications, advertising, public relations, marketing communications, marketing and sales promotion, marketing research and technology.

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