



BOYS & GIRLS CLUB
OF TRUCKEE MEADOWS

FOR IMMEDIATE RELEASE

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**BOYS & GIRLS CLUB OF TRUCKEE MEADOWS EARNS
NATIONAL HONOR FOR MARKETING & COMMUNICATIONS**
*Club receives gold award at Boys & Girls Clubs of America's
Marketing & Communications (MAC) Awards*

RENO, Nev. (May 19, 2017) – The Boys & Girls Club of Truckee Meadows recently earned national accolades by receiving the ‘Gold Award’ for Comprehensive Marketing Strategy at the Boys & Girls Clubs of America’s prestigious Marketing & Communications (MAC) Awards. The Club’s Marketing Director, Colie McManus and Executive Director, Mike Wurm accepted the award last week at the organization’s 111th annual national conference in Dallas.

The Boys & Girls Club of Truckee Meadows was selected among hundreds of the largest Clubs across the country for implementing the best year-round marketing plan/campaign comprised of advertising, special events, digital marketing, public relations, social media and publications. The Gold Comprehensive Marketing Strategy Award is the highest honor given at the annual MAC Awards, and as the winner the Club received a \$5,000 grant, the Anthony P. Conza Cup and special recognition during BGCA’s National Conference Grand Finale Ceremony. This is the Boys & Girls Club of Truckee Meadows’ second time receiving the Conza Cup.

“We are extremely grateful and thrilled to receive this award and recognition from the Boys & Girls Clubs of America,” said Mike Wurm, Executive Director. “This is a testament to hard work by our very talented team including our Club staff, the Club’s marketing agency, Foundry and the board of directors.”

For more information about the Boys & Girls Club of Truckee Meadows please call (775) 331-KIDS (5437) or visit www.BGCTM.org.

The Boys & Girls Club of Truckee Meadows is the leading non-profit youth services agency in northern Nevada. Its mission is to enhance the quality of life for children, ages 0 to 18, in the Truckee Meadows through afterschool, summer and school break programming and services. The Club is committed to creating healthy children, in body and mind, with a sense of competence, usefulness, responsibility, belonging and influence, through diverse programs and community involvement. Founded in 1976, the Club now serves more than 13,000 children at 20 sites throughout the Truckee Meadows. At all of its sites, the Boys & Girls Club strives to provide kids with positive and productive outlets for their energy with programs such as afterschool tutoring, character and leadership development, healthy lifestyles, athletics and art. And while the Club invests more than \$2,500 annually into each of its members, memberships cost just \$20 per year, providing equal opportunity to all children in the community. Connect with the Boys & Girls Club of Truckee Meadows on Facebook, www.facebook.com/PositivePlace, Twitter, www.twitter.com/PositivePlace and Instagram, www.Instagram.com/ThePositivePlace.

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