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### **SHORE LIBRARY CAMPAIGN WEBSITE WINS AWARDS**

TGD Design of Alexandria, Virginia recently won several MarCom awards that included Honorable Mention for the Eastern Shore Public Library Foundation's fundraising "Check Us Out" website under the Pro Bono category. TGD has volunteered the time to design the eye catching logo and campaign materials that have helped make the campaign successful. TGD founder Rochelle Gray has ties to the Shore and is a college friend of campaign co-chair John Edmonds, IV. Over the summer, Gray met with campaign volunteers and library director, Cara Burton, to develop a comprehensive marketing plan to promote the need for the new regional library in Parksley. Campaign materials TGD designed have included information and donor cards, billboards, video, website, t-shirts, and info-graphics.

MarCom Awards is a creative competition for any individual or company involved in the concept, writing and design of print, visual, audio and web materials and programs. Entries come from corporate marketing and communication departments, advertising agencies, PR firms, design shops, production companies and freelancers. The MarCom competition, administered by the Association of Marketing and Communications Professionals, has grown to perhaps the largest of its kind in the world with about 6,000 entries per year from 34 countries.

Over 200 volunteers have devoted time and resources to the Eastern Shore Public Library Foundation's fundraising campaign to raise \$5 million for the new library. Ten committees have been overseen by campaign co-chairs John Edmonds, IV and Fitz Godwin. The campaign launched on October 1, 2016 with a kick-off festival at the Parksley site which included an unveiling of the "Check Me Out" banner on the previous Fresh Pride building.

Tax deductible donations to the new library can be mailed to ESPL Foundation, PO Box 554, Accomac, Virginia 23301 or online at [www.shorelibrary.com](http://www.shorelibrary.com).

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