



# NEWS RELEASE

*For Immediate Release*

## ***ONE SHARED WORLD<sup>SM</sup> MOTHER'S DAY INITIATIVE WINS IABC SILVER INKWELL AWARD***

*Top Business Communicators in the Greater Washington and Baltimore Region Honored*

WASHINGTON, DC (November 1, 2006) – The *One Shared World* Mother's Day Initiative was honored with an Award of Excellence recently by the Washington chapter of the International Association of Business Communicators (IABC) at its annual Silver Inkwell Awards celebration.

The Campaign's first post-launch marketing effort employed a variety of online vehicles to drive traffic to its Web site ([www.onesharedworld.org](http://www.onesharedworld.org)) and generate awareness of the brand. Focusing on the Campaign's primary audience of influential working women ages 35 and older, the Mother's Day Initiative also reached out to college women as an additional conduit to their mothers, aunts and grandmothers.

"The success of this effort reinforced the value of a comprehensive integrated online marketing approach—including advertising, e-mail, partner outreach and more—to advance the *One Shared World* campaign's overall development education goals," noted Project Director Cate Cowan. "We're delighted that this effort not only produced strong results but also garnered this recognition."

The IABC/Washington Silver Inkwell program recognizes excellence and leadership in the field of business communication. This year's contest drew over 130 entries in eight different communication categories. Judges ultimately granted 16 Awards of Excellence and 34 Awards of Merit. "Each year, the recipients of the Silver Inkwell award demonstrate the high caliber of professional talent we have in the Washington metropolitan area," said Howard Clare, president IABC/Washington. "This year's entries reflected a broad range of communication projects in public relations, advertising, corporate communications, government and military, nonprofit, trade and professional associations, and electronic, Web and interactive media."

### About *One Shared World*

The *One Shared World* campaign seeks to connect American working women to the many public and private efforts that help people in developing countries overcome hunger, illiteracy and disease. Funded by the U.S. Agency for International Development and managed by the nonprofit Academy for Educational Development, the research-based campaign does not offer direct assistance. Instead, it aims to raise awareness and generate dialogue about global poverty and what Americans are doing to help tackle it. The Campaign's flagship resource is its Web site [www.onesharedworld.org](http://www.onesharedworld.org).

### About IABC

IABC is a global professional association spanning 60 countries and 13,000 members. Its mission is to serve the needs of its members and to advance the field of business communication. IABC/Washington, with almost 650 members in the Greater Washington and Baltimore regions, is the largest IABC chapter in the United States and the second largest in the world. Chapter members work in the public and private sectors in such diverse fields as corporate communications, marketing, advertising, public affairs, employee communications, media relations, and shareholder relations.

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