



## FOR IMMEDIATE RELEASE

### LINCOLN CENTRAL ASSOCIATION RECEIVES FOUR AWARDS IN INTERNATIONAL COMMUNICATIONS COMPETITION Newsletter Honored for Fourth Consecutive Year; Branding Honored for Third Consecutive Year

**Chicago, Illinois (August 1, 2019):** Lincoln Park volunteer not-for-profit Lincoln Central Association (LCA) was honored last month with a *Grand Award* and three *Awards of Excellence* in the 31<sup>st</sup> Annual *APEX Awards*, an international competition recognizing excellence in publishing by professional communicators.

According to the judges, “APEX awards are based on excellence in writing, graphic design, editorial content and the achievement of overall communications excellence. *APEX Grand Awards* honor the outstanding works in each main category, while the *APEX Awards of Excellence* recognize the exceptional entries in each of the individual categories.” Most awards are received for work created in the prior calendar year though some categories consider work from earlier years.

Other organizations/brands whose communications were honored with 2019 *APEX Awards* include Ford Motor Company, American Cancer Society, International Monetary Fund, American Bar Association, National Association of Realtors, Lockheed Martin, Augusta National Golf Club, Pacific Life, Disney, AARP, Prudential Insurance Group, NASA, and the National Football League, among others.

LCA’s newsletter, *From the Heart*, was honored for the fourth consecutive year receiving both an *APEX Award of Excellence* in the *One to Two Person Produced Newsletter* category and a *Grand Award* in the *Writing* category for a feature article in the newsletter’s [December 2018 Edition](#). The article titled *Exploring the Heart of a Volcano: The Day We Met a Hawaiian Prince* was written by LCA President Kenneth Dotson.

For the third consecutive year, LCA’s organizational branding was also honored, this year winning an *Award of Excellence* in the *Campaigns, Programs & Plans* category for the *Putting Our Heart Into Everything We Do* campaign. In 2018, LCA’s branding received a *Grand Award* in the same category with judges recognizing LCA’s strategic use of events to create a distinct identity and brand personality stating “If only every community could accomplish what Lincoln Central did with this fabulous *Heart of the Neighborhood* campaign!” LCA’s branding also received a *Grand Award* in 2017 in the *Design & Illustration* category for the organization’s primary logo and the suite of derivative logos created to promote LCA’s events with judges citing “superb visuals.....and clever headlines and slogans.” In both years, LCA was the only volunteer not-for-profit to be honored with a *Grand Award*.

LCA was awarded another 2019 *Award of Excellence* in the *Writing — Speech and Script Writing* category for a speech, *The Neighborhood Looks to the Future*, written and delivered by LCA President Kenneth Dotson for the May 2017 groundbreaking ceremony for The Lincoln Common, a mixed-use development on the former Children’s Memorial Hospital property in Lincoln Park.

Earlier this year, *From the Heart* received its fourth consecutive ***Constant Contact All-Star Award*** based on the performance of LCA's newsletter in comparison to Constant Contact's more than one million other clients. According to data provided by Constant Contact:

- The average unique open rate of LCA emails is 55% — 3.7+ times higher than the 14.79% average of Constant Contact's other clients and 2.9+ times higher than the not-for-profit industry average of 18.94%.
- The bounce rate of LCA's emails in 2018 & 2019 has been only 1.6% vs the industry average of 9.2%.
- In 2018 & 2019, LCA has sent more than 21,000 emails with only twenty-two individuals unsubscribing from the mailing list, an unsubscribe rate of just .1% compared to the industry average of 1%.
- No recipient of an LCA e-mail in 2018 or 2019 has reported any of the e-mails as spam.

[Sign up](#) to receive *From the Heart* | Follow LCA on [Facebook](#). | [Join](#) Lincoln Central Association.

## **About the APEX Awards**

The APEX Awards for Publication Excellence is an annual international competition, now in its 31st year, for writers, editors, publications staff and business and nonprofit communicators. It is sponsored by Communications Concepts, Inc. which helps publishing, PR and marketing professionals improve publications and communications programs through consulting services and reports on business writing and communications. They also publish *Writer's Web Watch*, an e-newsletter on print, web, electronic and social media, and the *Writing That Works Archives*, a resource for business communicators.

## **About Lincoln Central Association**

Lincoln Central Association is an 501(c)(3) all-volunteer not-for-profit organization in the Chicago neighborhood of Lincoln Park. LCA serves as an advocate for the neighborhood, championing green space, historic preservation, thoughtful new-home construction and public safety. The organization works closely with the Alderman's office and other elected officials, local police and fire departments, schools and neighboring associations on a variety of initiatives for the betterment of the neighborhood.

## **For Further Information Contact:**

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# AWARD OF EXCELLENCE

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## AWARDS FOR PUBLICATION EXCELLENCE

### RECIPIENT

Lincoln Central Association



### CATEGORY

One to Two Person Produced Newsletter

### PUBLICATION

*From the Heart*, the newsletter of Lincoln Central Association — Entire Year 2018

Co-editors: Kenneth Dotson & Kathleen Jordan

# AWARD OF EXCELLENCE



## AWARDS FOR PUBLICATION EXCELLENCE

### RECIPIENT

Lincoln Central Association



### CATEGORY

Campaigns, Programs & Plans

### ORGANIZATION BRANDING CAMPAIGN

*Putting Our Heart Into Everything We Do — 2015 to 2018*

Communications Committee: Kenneth Dotson, Kathleen Jordan, & Kelly Dotson

# AWARD OF EXCELLENCE

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## AWARDS FOR PUBLICATION EXCELLENCE

**RECIPIENT**  
Lincoln Central Association



**CATEGORY**  
Writing — Speech & Script Writing

### **SPEECH OR SCRIPT**

*Lincoln Common Groundbreaking Speech* — May 2017  
Speech Writer: Kenneth Dotson

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# *Grand Award*

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**RECIPIENT**  
Lincoln Central Association



**CATEGORY**

Writing

**PUBLICATION**

*From the Heart*, the newsletter of Lincoln Central Association

**ARTICLE**

*Exploring the Heart of a Volcano: The Day We Met A Hawaiian Prince* — December 2018

Article Author: Kenneth Dotson