



FOR IMMEDIATE RELEASE

LCA Wins Three Awards In International Competition **Logos, Newsletter & Website Each Honored With Prestigious APEX Awards**

Chicago, Illinois (July 17, 2017): Lincoln Park volunteer not-for-profit Lincoln Central Association (LCA) was honored earlier this month with a **Grand Award** and two **Awards of Excellence** in the 2017 *APEX Awards for Publication Excellence* in which organizations of all sizes compete directly against each other. The only awards achieved by any volunteer not-for-profit in this international communications competition, now in its 29th year, were the three received by LCA.



Other organizations/brands whose communications were honored this year include Ford Motor Company, American Cancer Society, Bank of America, GEICO, International Monetary Fund, Merrill Lynch, American Bar Association, Lockheed Martin, Augusta National Golf Club, Pacific Life, Disney, Blue Cross Blue Shield, Prudential Insurance Group, NASA, the National Football League, among others.

The **Grand Award** (shown on page 2) came in the *Design & Illustration* category for LCA's logos, including both the organizational logo and the suite of logos created to promote LCA's events. Judges attributed the award to the "superb visuals" of the logos and their "clever headlines and slogans." **APEX Grand Awards**, the highest given in this competition, honor the most outstanding work in eleven main categories.

For the second consecutive year, LCA's newsletter, [*From the Heart*](#), received an *APEX Award for Publication Excellence*. Judges cited a [September 2016](#) sidebar article authored by Kathy Jordan on the late Conrad Moulton as one example of the newsletter's quality content. Moulton, the father of LCA member Josh Moulton of Josh Moulton Fine Art Gallery (2218 N. Clark Street), was a famed, New York-based illustrator of print advertising, text books, and encyclopedias for four decades. **APEX Awards of Excellence** are based on excellence in graphic design, editorial content and the ability to achieve overall communications effectiveness.

From the Heart has also won two consecutive *Constant Contact All-Star Awards* based on the performance of LCA's newsletter in comparison to Constant Contact's

other clients including an average open rate more than 230% higher than the not-for-profit industry average. According to the Constant Contact judges: *For another year, the LCA newsletter exhibited exemplary engagement with your audience. Once again you set the standard of excellence. We are thrilled to present you with the All-Star Award for 2016! Each year, the bar to All Star status gets higher and higher. Only 5.3% of our more than 650,000 customers are multi-year winners.*

LCA's third 2017 APEX Award for Publication Excellence came in the 1 to 2 Person Published Website (www.lincolncentral.org) category.



About the APEX Awards: The *APEX Awards for Publication Excellence* is an annual international competition, now in its 29th year, for writers, editors, publications staff and business and nonprofit communicators. It is sponsored by Communications Concepts, Inc., publishers of business communication reports, including Writing that Works, a subscription bi-monthly for professional communicators.

About Lincoln Central Association: Lincoln Central Association is a 501(c)(3) volunteer not-for-profit organization in the Chicago neighborhood of Lincoln Park which serves as an advocate for the neighborhood, championing green space, historic preservation, thoughtful new-home construction and public safety. LCA 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.

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