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**PDK AND COMMUNICATIONWORKS WIN AWARD FOR PROMOTIONAL EXCELLENCE**

Arlington, Va.—Phi Delta Kappa International (PDK) in partnership with CommunicationWorks has won the prestigious Platinum 2012 MARCOM award for excellence in marketing and communications. The award committee selected the PDK/CommunicationWorks publicity campaign on the PDK/Gallup Poll of the Public’s Attitudes Toward the Public Schools.

“We were pleased to be a part of this campaign with CommunicationWorks,” says PDK executive director Bill Bushaw. “The promotion did what it was designed to do – deliver important information in a compelling way.”

MARCOM is an international awards competition for the marketing and communications field administered by the Association of Marketing and Communication Professionals (AMCP). An average of 6,000 entries per year are scored on a 100 point scale by judges, and those receiving scores between 90-100 points are Platinum Winners. Platinum award winners are recognized for their excellence in terms of quality, creativity, attention to detail, and resourcefulness.

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**About PDK International**

Founded in 1906, PDK International is a global association for professional educators. The organization's mission is to support education, particularly public education, as the cornerstone of democracy. More information is online at [www.pdkintl.org](http://www.pdkintl.org).

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