



Caroline Center

Committed to Women • Committed to Work

NEWS RELEASE

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Caroline Center Creative Campaign Wins Platinum and Gold In Hermes Creative Awards International Competition

Caroline Center, a nonprofit workforce development organization dedicated to educating underemployed and unemployed women in Baltimore City for careers with potential for advancement, has been awarded top honors for its “What It Takes” campaign in the 2015 Hermes Creative Awards International Competition.

The campaign, created by Claire Hartman of Exit 24, LLC, garnered two Hermes Platinum Awards for its submissions in the categories of “Integrated Marketing Campaign” and “Video,” and two Gold Awards for its submissions in the categories of “Overall Publications Writing” and “Social Media-Blogs” for its official blog site, “The Breakroom.” This year, there were nearly 6,000 entries in the Hermes Creative Awards competition submitted from throughout the United States and 22 countries around the world. Only 15% of the entries won Platinum Awards; about 22% of the entries won Gold Awards.

The Hermes Creative Awards, named for the ancient Greek messenger and god of orators and poets, is an international competition that recognizes inventive, revolutionary, and change-producing communications messages and strategies. The awards program is administered by the Association of Marketing and Communications Professionals (AMCP), which is comprised of several thousand creative professionals.

Celebrating its 20th Anniversary in 2015-16, Caroline Center provides a scholarship-based education and career skills training program to help women in Baltimore out of low-wage jobs and unemployment into sustainable careers with opportunities for advancement. Inspired by the School Sisters of Notre Dame, Caroline Center’s holistic approach empowers women to reach the fullness of their potential, thus creating a future of hope for themselves and their families. If you want an urban renaissance, start with the women, start with Caroline Center.