



Caroline Center

Committed to Women • Committed to Work

NEWS RELEASE

15 January 2015

Contact: Nancy Sherman

Director of Marketing & Communications

nsherman@caroline-center.org

410.563.1303 x25

Web: caroline-center.org

Blog: ccbroom.com

Caroline Center’s *What It Takes* Campaign Recognized as “Best in Maryland”

Small nonprofit’s first-time brand campaign competes with large government, industry, and for-profit organizations and is designated “Best in Maryland” by the Public Relations Society of America/MD Chapter

Baltimore, Maryland – Caroline Center, a nonprofit workforce development organization providing a comprehensive tuition-free education and skills training program that helps women move out of poverty and into fair-wage careers, recently was recognized by the Public Relations Society of America with a “Best in Maryland” Award for its innovative and effective ***What It Takes*** brand campaign. The top award was presented to Caroline Center in the category of Institutional Programs at a gala evening event held recently at the Baltimore Hilton, Inner Harbor. In addition to the “Best in Maryland” Award in the category of Institutional Programs, Caroline Center was presented three “Awards of Excellence” for ***What It Takes*** in the following categories: Video; Special Purpose Publications; and, Out-of-the-Box Programs – a category that PRSA introduced into the competition for the first time this year.

What It Takes, Caroline Center’s first-time brand campaign, was created and developed by Claire Hartman and Exit 24, LLC. The innovative campaign combines spoken-word poetry, documentary-style black-and-white photography, and a brief video with an original music score to creatively engage key audiences in the mission and work of Caroline Center.

Caroline Center provides instruction and career skills training for women to prepare them for meaningful professions and greater educational and career advancement opportunities. Inspired by the School Sisters of Notre Dame, Caroline Center empowers each woman to reach the fullness of her potential, thus creating a future of hope for herself and her family. The **Public Relations Society of America/MD Chapter** seeks to bring together individual and organizational leaders for the purpose of creating the vision, principles, and standards of excellence that guide and inform the profession and practice of public relations.

End