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News Release

### **GALLATIN EDA RECEIVES SPECIAL JUDGES AWARD**

GALLATIN, TN – The Southern Economic Development Council (SEDC) has recognized the Gallatin Economic Development Agency (EDA) with its Special Judges Award for the agency's use of the City's new brand print. The Gallatin EDA also received top honors for its annual marketing book and for a single magazine ad the agency designed.

The SEDC is the oldest and largest regional economic development association in North America with members representing 17 states in the south. The association presents communications awards annually.

This year, there were 151 entries with only six of those winning the overall top honors. The Gallatin EDA is one of those six. It received the Special Judges Award for Physical Presentation. The Gallatin entry was a combination of all the ways the agency is using the City's new logo and brand print message. The entry included the EDA's adaptation of the new logo for use with economic development, retractable banners, new letterhead and business cards, table covers, billboards, and promotional items.

"Our office is both appreciative and humbled by this recognition," said James Fenton, Executive Director of the Gallatin EDA. "We are categorized in the 'small division' because of the size of our city, yet we're right there with the big dogs from all 17 states."

Gallatin EDA also won top awards in its division for a magazine ad featuring a hand-engraved barrel on a Beretta hunting rifle and for its annual marketing book, this year titled "True Success. Amazing Opportunities." You can view the book here: [https://issuu.com/mary.gauerkegallatin-tn.gov/docs/gallatin\\_annual\\_report\\_2016\\_final\\_w](https://issuu.com/mary.gauerkegallatin-tn.gov/docs/gallatin_annual_report_2016_final_w)

"We have a great crew in our office," Fenton said. "Mary Gauerke is our graphic design guru and Rosemary Bates, with her news communications background, both elevate our message to better showcase Gallatin to business and industry. It is nice to be rewarded for our combination of talents. It also helps that Gallatin has a great story to tell."