



NEWSRELEASE

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Latrobe Agency Receives Gold Hermes Creative Award

Latrobe, PA—West Media Group, a full-service creative advertising agency and internet marketing company based in Latrobe, PA, announced today that the firm received a Hermes Creative Gold Award in this year's international Marketing and Communication competition. This is their third Hermes award.

West Media Group received the Gold Award for the design, layout and editorial content of the Westmoreland County Resource Guide, a project the company completed on behalf of the Westmoreland County Commissioners. The full-color, high-quality book serves as a resource for planners and developers, as well as a recruitment tool to entice businesses to the area and an aid to major corporations' Human Resources Departments. A total of 10,000 copies were printed and distributed to the Commissioners, as well as the County Department of Planning and Development, all locally elected officials, libraries, chambers of commerce and other local entities.

"The real ingenuity of this project was its business model," stated President of West Media Group, Jim Wasylik. "The support of the business community through advertising dollars made the project a success because it cost nothing to the taxpayers, and the county profited over \$6,000."

Named after the Olympian god of orators, wit, literature and poets, the Hermes Creative Awards is a highly respected, international competition administered and judged by the Association of Marketing and Communication Professionals (AMCP). The organization consists of several thousand marketing, communication, advertising, public relation and digital media production professionals. There was a total of 6,000 entries from throughout the United States and 22 other countries in the 2015 competition.

"We are very excited to have been recognized with this award, and it is an honor for all of us who were involved with a unique project that will significantly impact the economic climate in Westmoreland County by helping to attract and maintain businesses in the area," he added.

To learn more about West Media Group, go to www.westmediagroup.com. For information about the Hermes Creative Awards, visit www.hermesawards.com.

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