

Mary's Center Named Most Innovative PR & Marketing Team 2016

By CommPro.biz Editorial Staff

The logo for CommPro.biz NEWS is a dark blue square with the text "COMMPRO.biz" in white, bold, uppercase letters on the top line and "NEWS" in white, bold, uppercase letters on the bottom line.

Mary's Center has been named Washington's Most Innovative PR & Marketing Team 2016 by Corporate America News magazine. According to the New York based publication, the award was granted to the Center based on its presence across social media, as well as client recommendations and referrals from other agencies who have witnessed the impact of the Center through its various PR and marketing initiatives.

"All winners were the result of months of research and analysis from Corporate America's dedicated awards team," said Laura Hunter, Awards Coordinator. "As a result, each winner was chosen on merit only, and can take great pride from the fact that they were selected for their success."

As part of the recognition for this award, the magazine featured Mary's Center in a two-page article titled 'Mary's Center, Mastering Marketing to Make an Impact' and an interview with the Center's Director of Communications and Public Relations, Lyda Vanegas, who spoke about nonprofit marketing challenges, and how Mary's Center has overcome them and succeeded in publicizing its programs and services.

"Nonprofits struggle in terms of adequate staffing and budget

for marketing. The key to our success has been having committed staff members throughout the organization who are always willing talk to the media, write blog posts and be active on social media to enhance our department's marketing efforts," said Ms. Vanegas. "Their support, and the advice of consultants like The Advisory Board Company and ROI Marketing Group, has helped us win this important recognition."

About Mary's Center

Founded in 1988, Mary's Center is a Community Health Center that provides a model of care including healthcare, educational and social services to more than 36,000 individuals from over 100 countries. Using a holistic, multipronged approach, Mary's Center helps each participant access individualized services and find the path towards wellness, stable families, educational success and economic opportunities. For more information please visit our website or follow us on Facebook, Twitter, YouTube and Instagram.