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FOR IMMEDIATE RELEASE

Denton County Transportation Authority Wins Multiple 2015 Marketing & Transit Industry Awards

Lewisville, TX (November 4, 2015) – The [Denton County Transportation Authority](#) (DCTA) was awarded a total of nine industry and marketing awards this summer and fall from international, national and regional competitions – including top honors from the American Public Transportation Association (APTA) and Southwest Transit Association (SWTA), as well as the Marcom and Hermes Creative Awards international programs.

“We’re proud of the recognition we have received this year for our strategic marketing efforts and campaigns,” said Nicole Recker, DCTA Vice President of Marketing and Communications. “We will continue to find innovative and unique ways to showcase our programs and initiatives to our target audiences to help increase DCTA brand awareness and ridership.”

Marcom Awards (awarded in October 2015)

The Marcom Awards – an international awards competition administered and judged by the Association of Marketing and Communication Professionals (AMCP) – recognizes outstanding creative achievement by marketing and communication professionals. There were more than 6,500 entries from the United States, Canada and 15 other countries from corporate marketing and communication departments, advertising agencies, PR firms, design shops, production companies and freelancers.



DCTA received awards for the following campaigns and initiatives:

- **Platinum Winner** for the agency’s *Where’s My Ride* marketing product launch campaign
- **Gold Winner** for the agency’s Valentine’s Day #BeMine social media campaign

APTA AdWheel Awards (awarded in October 2015)

More than 500 entries competed in APTA’s AdWheel Awards competition which consisted of five major categories – print, electronic, campaign, special event, and social media. First place honors were awarded in various subcategories for each of the four groups, based on system size.



DCTA received a grand prize and three first place honors, including:

- **Grand Prize for the agency’s Facebook Page revamp**
- 1st place for the agency’s Facebook Page revamp
- 1st place for the agency’s Valentine’s Day #BeMine social media campaign
- 1st place for the agency’s I-35E construction digital advertisement

SWTA Marketing Spotlight Awards (awarded in September 2015)

DCTA competed with transit agencies in eight southwestern states, including Texas, Arizona and Colorado, for the SWTA Marketing Spotlight Awards. The agency received first place for its Facebook page revamp.

Hermes Creative Awards (awarded in May 2015)

The Hermes Creative Awards – an international awards competition administered and judged by the AMCP – recognizes outstanding work in the industry while promoting the philanthropic nature of marketing and communication professionals. There were more than 6,000 entries from the United States, Canada and several other countries from corporate marketing and communication departments, advertising agencies, PR firms, design shops, production companies and freelancers.



DCTA received awards for the following campaigns and initiatives:

- **Platinum Winner** for the agency's 2014 State Fair of Texas marketing communications campaign
- **Gold Winner** for the agency's launch of EnRoute News passenger newsletter in 2014

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ABOUT DENTON COUNTY TRANSPORTATION AUTHORITY

Formed in 2002 and funded in 2003, the Denton County Transportation Authority has been focused on an aggressive service implementation strategy to address the mobility needs of Denton County residents. The central element of DCTA's Service Plan is the A-train, which connects with Dallas Area Rapid Transit's (DART) Green Line at Trinity Mills in Carrollton and provides service to five stations within Denton County. In addition to the A-train, DCTA provides bus service in the cities of Lewisville, Denton and Highland Village. The agency carries more than three million passengers annually system-wide. For more information about DCTA, visit www.RideDCTA.net.