



## Mundelein Park & Recreation District

<http://www.mundeleinparks.org>

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# NEWS RELEASE

FOR IMMEDIATE USE

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**MUNDELEIN PARK DISTRICT'S MARKETING EFFORTS RECOGNIZED**  
**AT STATE-WIDE COMPETITION**

**MUNDELEIN, IL** —Mundelein Park & Recreation District received three awards for its marketing efforts at the Agency Showcase of the IAPD/IPRA Soaring to New Heights Annual Conference (<http://www.ilparks.org/> , <http://www.ilipra.org/> ) this past weekend. The Agency Showcase is a spirited competition spotlighting bright ideas exhibited by park, recreation and conservation agencies. The professionally judged competition recognizes Illinois agencies for their marketing and communication efforts ranging from print to multimedia.

**Mundelein Park District received second place awards** for the newly designed logo of Park View Health & Fitness Center in the “Logo Design” category and the Summer Fun Mailer, a piece highlighting facilities: Barefoot Bay Family Aquatic Center, Spray Park and Diamond Lake Beach and events: the Community Picnic, Freedom Classic and Cardboard Regatta for “Print Communication”. **The district received a third place award** in the “Marketing Campaign” category for the Cardboard Regatta a special event held at Diamond Lake Beach in the summer.

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“Our marketing efforts directly affect the delivery of our services. We need to make people aware of the outstanding programs and facilities we have so that they continue to utilize our services. Being recognized by professionals in the marketing industry is a true testament to the great marketing team we have in place with Christa Lawrence and Deb Engdahl,” said Margaret Resnick, Executive Director of Mundelein Park District.

For more information about programs, events and facilities at Mundelein Park & Recreation District visit [www.mundeleinparks.org](http://www.mundeleinparks.org) or follow on Facebook or Twitter (@MundeleinParks).

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PHOTO CAPTION:

Mundelein Park & Recreation District received three awards for marketing efforts at park, recreation and conservation agency showcase competition.