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RIVER FALLS FIRM, VOILA! MEDIA GROUP, RECEIVES INTERNATIONAL COMMUNICATIONS AWARD

River Falls, Wisconsin – Voila! Media Group of River Falls, Wisconsin has once again been recognized for excellence in their design and execution of marketing communications materials. Voila! Media Group received the Award of Distinction from The Communicators Awards, an annual international competition honoring excellence in communications. The award, as judged by a select group of communications professionals, was for the 2003 “Celebrate Winter On The Sparkling St. Croix” media kit produced for the St. Croix Valley Regional Tourism Alliance (SCVTRA) with funding from the Wisconsin Department of Tourism and the Minnesota Office of Tourism.

LaVone Weer, president of Voila! Media Group, said the award is especially appreciated because it was for work done for a local client. “Though we have won awards for work we’ve done for Fortune 500 companies,” she said. “Winning this award for the SCVTRA kit is extra special because these are our friends, our business associates and our neighbors.”

Voila! Media Group was joined on The Communicator Awards winners list by a who’s who of companies and their communications firms. Other winners included the Mayo Clinic, all of the U.S. Military Academies, Harvard Health Publications, Hilton Hotels, Greater Milwaukee CVB, the U.S. Department of Defense, Fidelity Investments, the FAA, Hyundai Motor America, Indianapolis Motor Speedway, the Mighty Ducks Hockey Club, PARADE Magazine, Rayovac, Salt Lake CVB, the Kellogg Foundation, the Chicago Tribune, and the Public Relations Society of America.

Mark Kinders, Public Affairs Director at the University of Wisconsin-River Falls and project manager for the SCVTRA, said, “Voila! did a terrific job of working with us to ensure the project met those varied and demanding delivery needs.” The award-winning Media Kit included an interactive CD that incorporated graphics and sound that captured the essence of the wonderful St. Croix Valley. “Voila! was flexible in meeting our needs throughout the design and execution of our project, Kinders said.

Voila! Media Group was founded in 1999 by Wisconsin natives LaVone Weer and Shelly Burr. The firm is located at 107 North Main Street in downtown River Falls, Wisconsin. For more information about the company’s full range of multimedia services, they can be contacted at 1-877-522-2988 or visit their Web site, www.voilamediagroup.com.