



Suka Wins Global Communication Award From IABC

Suka, headquartered in SoHo, New York City, is a winner of the prestigious 2009 Gold Quill Award for excellence in communication, presented by the International Association of Business Communicators (IABC). Suka captured an Award of Merit in the Publication Design category for its work on Columbia Business School's Executive Education Open Catalog 2009.

For more than 36 years, IABC's annual Gold Quill Awards program has honored excellence in business communication, offering professional communicators an opportunity to have their work evaluated by expert judges and showcased among peers. The winners represent the best in organizational communication and their work plans serve as best practices for professional communicators.

This year's competition was sponsored by Towers Perrin and received nearly 1,000 entries from 26 countries. Of these, 122 were selected to receive awards. The winners will be honored at the Gold Quill Awards gala on 8 June at IABC's World Conference in San Francisco.

Using a mix of rich photography, vibrant colors for ease of navigating programs and a sophisticated information design, Suka developed the award-winning Executive Education Open Catalog 2009 for Columbia Business School. The piece successfully achieved the School's diversity of students, interaction of faculty, and theme of bridging theory and practice. A primary marketing tool for Executive Education, which targeted senior-level managers focused on finance, strategy and leadership, the Open Catalog helped to successfully promote this top-ranked program.

The Gold Quill entries went through two rigorous rounds of judging by a team of senior communicators from around the world. The final selection was made by the Gold Quill Blue Ribbon Panel of judges. To win the Gold Quill Award, Suka competed with peers from 26 countries including: Australia, Canada, China, Hong Kong, India, Italy, Malaysia, Mexico, New Zealand, Philippines, Russia, Slovenia, South Africa, Spain, U.K. and the U.S.

To see the complete list of 2009 Gold Quill winners, visit <http://www.iabc.com/awards/gq>.

About IABC

The International Association of Business Communicators (IABC) is a global network of communication professionals committed to improving organizational effectiveness through strategic communication. Established in 1970, IABC serves more than 16,000 members in 80 countries. For more information, visit www.iabc.com.

Suka is a strategic marketing communications firm located in New York City's SoHo. Since 1992, Suka has produced award-winning creative solutions for its roster of corporate, non-profit and higher education clients. Suka combines sound business strategy with a results-focused approach to craft award-winning annual reports, capabilities brochures, corporate collateral, branding and identity, websites/interactive solutions and compelling communication tools with a purpose. To learn more, please visit www.sukacreative.com or contact Susan Karlin, President, at skarlin@sukacreative.com or 212. 219.0082 ext. 123.