



FOR IMMEDIATE RELEASE
July 17, 2007

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Bose Public Affairs Group Receives PR Award of Excellence
IABC/Indianapolis Presents Honor for Media Relations

INDIANAPOLIS - Bose Public Affairs Group LLC has received an EPIC Award of Excellence from the International Association of Business Communicators, Indianapolis chapter. Bose Public Affairs Group was honored for its strategic communications on the Indiana Association of Cities and Towns "Hometown Matters" campaign at the IABC awards luncheon on July 17, 2007.

Bose Public Affairs Group vice presidents Roger Harvey and Jennifer Simmons accepted the award for excellence in the "Media Relations Communication Program" category.

"We are thrilled to receive this award from an elite group of business communication professionals," said Daniel B. Seitz, managing partner of Bose Public Affairs Group. "Our strategic communications team is committed to providing award-winning, superior service to our clients."

Through the hard work and creativity of the Indiana Association of Cities and Towns and Bose Public Affairs Group, the Hometown Matters campaign targeted three audiences: residents of cities and towns, state lawmakers and the media. The Hometown Matters campaign generated more than 200 newspaper articles, more than two dozen TV and radio interview shows, and more than 40 minutes of combined TV news stories across Indiana. In addition, over 1,100 people attended town hall meetings held statewide.

The EPIC Awards are held annually to recognize excellent performance in business communications. Professionals in business communications from the IABC/Tucson and IABC/Brazos Valley chapters reviewed entries and selected Bose Public Affairs Group for this honor.

Bose Public Affairs Group is a full service public affairs and association management firm offering more than 200 years combined experience to affect the decisions of government – at the local, state, national and international levels. Bose Public Affairs Group provides services in government relations, public affairs consulting, strategic communications, lobbying, and association management. For more information, visit www.bosepublicaffairs.com.

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