

CHARLOTTE'S BACKYARD NC RECEIVES 2019 PLATINUM AVA DIGITAL AWARD

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For Immediate Release
Cleveland County, NC



Cleveland County Economic Development Partnership [CCEDP] is excited to announce that the Charlotte's Backyard NC website has been named as the recipient of a 2019 Platinum AVA Digital Award.

With over 2,500 submissions from around the globe, AVA Digital Awards is an international competition that recognizes excellence by creative professionals responsible for the planning, concept, direction, design and production of digital communication. Work ranges from digital campaigns – to audio and video production – to website development – to social media engagement – to mobile marketing. The awards honor the evolving way and means that we engage our audiences through the creative convergence of digital arts, technology and information and are judged by the Association of Marketing and Communication Professionals (AMCP).

The Charlotte's Backyard NC website has become the centerpiece of Cleveland County NC's first manufacturing talent attraction campaign that was launched in 2018. Since its launch, both the website and advertising campaign has garnered international recognition as one of the best examples of talent attraction marketing that currently exists today. In addition to the Platinum AVA Digital Award, the website and campaign's accolades include two Gold Awards from the International Economic Development Council (IEDC)'s Excellence in Economic Development Awards and a Platinum Award from the dotCOMM Awards, which honor excellence in web creativity and digital communication across industries.

CCEDP would like to give special recognition and thanks to Development Counsellors International (DCI) who were the creative visionaries that collaborated with CCEDP on the development of the Charlotte's Backyard NC website. CCEDP is also grateful to its investors and the manufacturers who sponsored Charlotte's Backyard NC, because without them - this project would not have been possible.

More About Charlotte's Backyard NC

Charlotte's Backyard NC is an initiative of the Cleveland County Economic Development Partnership (CCEDP) with the goal to connect talent to Cleveland County's manufacturing industry by showcasing the many available career opportunities and quality of life attributes that the community has to offer. The initiative is sponsored in part by CCEDP investors and local manufacturers that include: Greenheck, Clearwater Paper Corporation, Uniquetex, STI Fabrics and VYN. For information on how to creatively spotlight your company's employment opportunities to prospective job-seekers on this website, please contact Kristin Reese, Executive Director of CCEDP at kristin@ccedp.com, or visit www.CharlottesBackyardNC.com.



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For more information contact:
Kristin Reese | Executive Director, CCEDP
kristin@ccedp.com
704.669.4701



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