



**FOR IMMEDIATE RELEASE**

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### **Chesapeake Economic Development Ad Campaign Earns International Award**

CHESAPEAKE, VA -- The advertising and marketing campaign created for the City of Chesapeake Department of Economic Development won recognition in the 2008 Summit Marketing Effectiveness Awards. The "Best Call Chesapeake Home" campaign was conceived and produced by CMT Advertising of Virginia Beach during the latter part of 2007 and was implemented during the ensuing year.

A total of 544 entries from 14 countries were judged "based on the premise that the goal of marketing communications is to change, influence or reinforce a target audience's knowledge, attitudes or beliefs," according to the competition's Executive Director, Joycelyn Luciano.

"Winning this award is an exciting way to start the New Year," stated Steven Wright, Director of Economic Development. "This international achievement reflects our efforts to communicate the global aspects of our business community and reinforces why domestic and international companies have invested and located to Chesapeake."

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