



Press Release Contact

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Dream It. Do It. Virginia Wins International Hermes Creative Award ***-2nd International Award in 2 years-***

RICHMOND, VA -- The Virginia Manufacturers Association (VMA) and the Virginia Industry Foundation (VIF) are pleased to announce receipt of a 2012 Gold Hermes Creative Award for *Dream It. Do It. Virginia* (DIDIVA) in the category of integrated marketing campaigns.

Hermes Creative Awards recognizes work which exceeds a high standard of excellence and serves as a benchmark for messengers and creators of marketing and communication materials and programs. There were approximately 4,700 entries received from around the globe, and *Dream It. Do It. Virginia* was among the top 20% awarded the 2012 Gold Hermes Creative Award for exceeding the high standards of the industry.

"We are incredibly honored to receive this award for ***Dream It. Do It. Virginia***. It is recognition of the years of creative work that our team, led by Alice Scott – Director of Marketing & Member Services, Charles Ryan Associates (CRA), and our partners put into making advanced technology industries appealing, exciting and marketable," commented Brett Vassey, President & CEO, VMA.

Dream It. Do It. Virginia is a free, online career resource for:

- Developing a workforce pipeline capable of meeting the world-class requirements of existing and emerging manufacturing employers through an integrated and coordinated regional system.
- Providing customized pathways to advanced level training and specialized credentials that are competency-based, independently assessed and industry endorsed.
- Connecting the job-seeker or intern with the job-holder through a common labor-exchange resource.
- Rebranding manufacturing as an advanced technology industry.

"*Dream It. Do It. Virginia* is a sustainable industry marketing and educational resource that provides a central narrative and process for industry, educators, workforce professionals, and community partners to work collaboratively to strategically build a world-class skilled workforce for advanced technology industries," said Alice Scott, Director of Marketing & Member Services, VMA.

The marketing centerpiece of the resource is the successful "So What Do You Do?" ad campaign. DIDIVA also won the coveted MARCOM Gold Award for the first phase of this campaign in 2010. DIDIVA is a partner of the Manufacturing Institute (MI) and its national *Dream It. Do It.* program. For more information, please visit www.dreamitdoitvirginia.com.

About Hermes Creative Awards

Hermes Creative Awards is administered and judged by the Association of Marketing and Communication Professionals. The international organization consists of several thousand marketing, communication, advertising, public relations, media production, web and free-lance professionals. The Association oversees awards and recognition programs, provides judges and sets standards for excellence. More information about the Hermes Creative Awards, including a list of award winners, may be found on the Hermes website at www.hermesawards.com.