

# PRESS RELEASE



## City of Bristol Tennessee

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### **Bristol Tennessee Office of Community Relations honored with international award**

The Bristol Tennessee Office of Community Relations was honored by the City-County Communications and Marketing Association, also known as 3CMA, at their 30<sup>th</sup> Annual Conference held in Milwaukee, WI in September. The department received the Silver Circle Award, the second highest honor possible, in the One-Time Special Event category for cities with populations under 100,000. The award recognized the efforts of Community Relations staff in debuting the City's new brand platform in June of 2017 with a full day of events, including presentations to various stakeholder groups, culminating in Bristol's Biggest Block Party featuring live music, food trucks, giveaways, and fireworks.

In all, more than 700 entries were received from two countries in 40 project categories. Judges' comments regarding the event noted, "This effort accommodated both senior stakeholders and everyday folk. The block party was a great idea to reveal their brand and build community pride!" Community Relations staff were acknowledged for their efforts at the October 2 meeting of the Bristol Tennessee City Council.

For more information, please contact Terrie Talbert, Community Relations Director for the City of Bristol, Tennessee, at 423-764-4171, or email [ttalbert@bristoltn.org](mailto:ttalbert@bristoltn.org).

