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PACE Award Winners Announced at Annual International Conference

Arlington, VA – At its 80th Annual International Conference in Scottsdale, Arizona, August 26-28, 2013, the American Association of Motor Vehicle Administrators (AAMVA) announced the Overall Division Winners of the Public Affairs and Consumer Education (PACE) Awards. The PACE Awards recognize outstanding achievement in public relations, public affairs, and consumer education among the motor vehicle, law enforcement, and traffic safety agencies across North America. The awards recognize creativity, cost effectiveness, and the ability to reach consumers with a well-crafted, measured, and well-executed message.

“It is so important for DMVs and law enforcement agencies to engage the communities they serve, and the PACE Awards program encourages our members to do just that,” said AAMVA President & CEO Neil Schuster. “AAMVA’s members craft creative and meaningful work to educate and inform the public on a wide variety of issues, and it is our pleasure to recognize their outstanding efforts.”

The PACE Awards are separated into seven Divisions: Print and Electronic Publications, Advertising, Special Events, Video, Writing/Media Relations, Graphic Design, and Websites/Technology. Each Division contains several different categories; there are 25 Categories within the seven Divisions. PACE Overall Division Awards are presented to entries which earn the highest score in their respective Division.

The 2013 PACE Overall Division Winners are:

- **Division I – Print and Electronic Publications**
 - **Manitoba Public Insurance – Services and Support Guide for Fatality Claims**; a printed guide offering information on services and support for families or individuals who have lost a loved one in a motor vehicle crash.

- **Division II – Advertising**
 - **Société de l'assurance automobile du Québec – We never used to write messages at the wheel. There Must Have Been a Good Reason**; a television ad using a humorous approach to convince drivers not to text and drive, through scenes of drivers in four different eras.

- **Division III – Special Events**
 - **Michigan Department of State – Michigan Organ Donor Registry, Join the Team;** a campaign encouraging people to register as organ donors which included the “Transplant Games of America,” featuring athletes who have undergone life-saving transplants and living donors; events at branches during April, Donate Life Month; “Buddy Day” which saw volunteers at branch offices; and aggressive media outreach, online marketing, and a call to action

- **Division IV – Video**
 - **California Highway Patrol – A Legacy of Saving Lives;** a video sharing historical stories of bravery as a way of expressing gratitude to the many men and women who have served the people of California through acts of valor.

- **Division V – Writing/Media Relations**
 - **Michigan Department of State – Pure Michigan and Mackinac Bridge License Plates Announcement;** a press conference announcing Michigan’s “Pure Michigan” brand of license plates and a new plate featuring the Mackinac Bridge in efforts in hopes of encouraging state tourism.

- **Division VI – Graphic Design**
 - **Maryland Motor Vehicle Administration – Maryland’s Crash Dummy;** a giant, 30-foot crash dummy – the largest in the world – put on display at Baltimore’s outdoor festival, Artscape, and on the lawn of MD MVA’s headquarters to remind drivers to be safe on the roads.

- **Division VII – Websites/Technology**
 - **Insurance Corporation of British Columbia – Your Ad Here;** an interactive social marketing campaign targeting secondary school students, inviting them to design road safety ads, aimed at reducing crashes among the young drivers.

Founded in 1933, AAMVA actively promotes traffic safety and uniformity among North American Jurisdictions. Representing chief motor vehicle administrators and law enforcement officials, the association develops uniform programs in driver licensing, vehicle titling/registration and motor carrier services, among others.

For more information visit www.aamva.org.

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