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August 28, 2014

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PACE Award Winners Announced at Annual International Conference

Arlington, VA – At its 81st Annual International Conference in Dover Delaware, August 25-27, 2014, 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 Chair Jennifer Cohan. “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 2014 PACE Overall Division Winners are:

- **Division I – Print and Electronic Publications**
 - **Ontario Ministry of Transportation - Official MTO Driver Handbook Series**, an updated, redesigned series of guides that provides drivers with the basic information they need about learning to drive in Ontario: the rules of the road, safe driving practices and how to obtain a license to drive a car, van, truck, bus, airbrake or motorcycle.
- **Division II – Advertising**
 - **Société de l'assurance automobile du Québec - 2013 Impaired Driving Campaign - If You Drink, Don't Drive**, a TV commercial raising public

awareness about the factors that can affect a person's ability to drive – like alcohol, drugs and medication – and the consequences of those behaviors.

- **Division III – Special Events**

- **Société de l'assurance automobile du Québec - Victimes du silence (Victims of Silence)**, a campaign encouraging passengers to speak up about dangerous driving. The campaign's video messages were featured on 3D screens hidden behind a portable set-up – a one-way mirror and a sink – placed in rest rooms in colleges.

- **Division IV – Video**

- **Ontario Ministry of Transportation - Online Winter Driving Videos**, promoting safe and responsible winter driving practices and raising awareness of winter maintenance procedures in Ontario.

- **Division V – Writing/Media Relations**

- **California Department of Motor Vehicles – DMV Investigators Bust Unlicensed Car Dealer on Today Show**, showcasing the DMV's efforts in combating odometer fraud and explaining how consumers can protect themselves.

- **Division VI – Graphic Design**

- **Michigan Department of State Office of Communications - Motorcycle Safety Awareness: Be Seen**, encouraging motorcyclists to be seen by other motorists by using high-visibility gear.

- **Division VII – Websites/Technology**

- **Virginia DMV - Virginia DMV Mobile Apps**, which helped the DMV secure a foothold in the emerging mobile web universe that allows the DMV to meet customer demand for service and content on mobile devices.

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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