



FOR IMMEDIATE RELEASE

Contact: Elizabeth Arevalo

561.835.1008, cell 846-2832

earevalo@bdb.org

June 28, 2012

BDB Honored with Three Awards by State Organization

West Palm Beach, FL – The Florida Economic Development Council, Inc. (FEDC) presented the Business Development Board of Palm Beach County (BDB) with three first place awards in promotional and marketing innovation at its 2012 annual conference held June 27 through June 29 in Tampa.

The BDB received the first place award in the following categories: Ad Campaign for its RightHere.RightNow campaign targeting out-of-state corporate headquarters, External Publication for its annual business publication called *Profile Magazine*, and E-Media for its micro-site www.HQpbc.com

FEDC's annual awards serve to emphasize outstanding marketing strategies and encourage the development of more effective marketing tools. Judging criteria included creativity, impact, quality, originality, and substance.

"We are extremely proud to be recognized for the way we market Palm Beach County to businesses. The BDB was able to compete statewide and win three awards due to the commitment of the Palm Beach County Board of County Commissioners and the private sector," stated Kelly Smallridge, president and CEO of the BDB. "We updated our brand through the design and implementation of new print materials and a new website to better market the attractive business climate in Palm Beach County to potential corporate headquarters. It's very rewarding to be recognized by our peers throughout the state as having programs which are innovative and designed to showcase the assets of our corporate environment."

About the BDB: The Business Development Board of Palm Beach County is the official public/private economic development organization for Palm Beach County and Enterprise Florida. Founded in 1982 as a not-for-profit corporation, our primary purpose is to attract and retain new industry, business investment, high quality jobs and workforce development through corporate relocations, expansions and international trade. During the past five years, the BDB has assisted companies that have created more than 7,900 direct jobs with average salaries greater than \$55,400, resulting in more than \$400

million in capital investment to Palm Beach County and an economic impact that exceeds \$1.8 billion. Additional information can be found at the BDB's Web site, BDB.org.

About the Florida Economic Development Council: The Florida Economic Development Council is dedicated to providing leadership and vision to advance economic development professionals and economic development throughout the state of Florida as a whole. More information is available at <http://www.FEDC.net>

###