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## PRESS RELEASE

### **Amalgamated Life and Its Family of Companies Takes Home the Gold In International Marketing Awards Competition**

**White Plains, NY... November 16, 2011**

Amalgamated Life Insurance Company, a leading provider of life and health insurance, and its Family of Companies, was recently recognized as a Gold Award winner in the prestigious MarCom Awards program, one of the oldest, largest and most respected international competitions in the creative industry. The organization's "Amalgamated Family of Companies" corporate brochure package took home the gold in the "Brochure/Business to Business" category. The award was won in a field of 6,000 competitors which included media conglomerates and Fortune 50 companies. The award-winning brochure package was created and produced by Curran & Connors, Inc. ([www.curran-connors.com](http://www.curran-connors.com), Hauppauge, NY), a leading provider of a full suite of design services, from advertising and marketing to interactive media and corporate literature. The copy was written by Autuori Corporate Communications, Inc. ([www.autuoricorp.com](http://www.autuoricorp.com), Babylon, NY), a full-service strategic public relations and marketing communications firm.

Amalgamated Life Chairman of the Board Noel Beasley cited the value of this high profile award stating that, "Under our President and CEO Dave Walsh, our organization is making significant strides in gaining greater recognition across all of our markets in the public and private sector. An award of this caliber further serves to distinguish the Amalgamated Family of Companies and position it among other leading organizations in diverse industries."

According to Amalgamated Life Executive Director, Marketing Kay Spalding, "Our new corporate brochure package was part of an integrated branding campaign which we initiated in 2011. Our goal with the brochures and our overall branding initiative was to present our organization as it exists today – as a dynamic family of synergistic companies that differentiates us from single-entity organizations and provides valuable benefits to our clients and the broader marketplace."

Spalding noted that a goal for the brand architects was to capture the unique identities of each of the six Amalgamated member business units, while also projecting a unified family of companies. It is a strategy which major conglomerates have long been using for optimum market positioning. For Amalgamated Life, the "Family of Companies" tagline, along with the logo design incorporating a graphic "A" for Amalgamated and accompanying multi-colored,

multi-squares schematic and bold “swoosh” mark created by Curran & Connors, serve as the unifying branding components. While each business unit bears the same logo and graphic concept, they are each treated in a different color scheme for individualization.

The corporate package consisted of a 10” x 10” folder with die-cut flap on the back cover and bound 8-1/2” x 8-1/2”, 16-page corporate “Family of Companies” overview brochure, and six 7-1/2” x 7-1/2”, four-page individual company brochures. The folder is white with a varnish and features the bold and colorful logo and graphic concept on its front cover. The individual brochure covers each feature the logo and graphic concept, a photo relevant to its offerings, and the tagline, “Amalgamated Family of Companies” along with the names of all of the business units running across the bottom.

### **About Amalgamated Life and the Amalgamated Family of Companies**

Amalgamated Life is a member of the Amalgamated Family of Companies that provides synergistic products and services. They include a property and casualty brokerage, a third party administrator, a medical management firm, a computer outsourcing company and a printing and graphics company. Amalgamated Life and its affiliates generate over \$900 million in annual premium, premium equivalencies and fee for services. Founded in 1943, Amalgamated Life has a long history of serving diverse businesses, unions, and health and welfare funds.

For more information, visit: [www.amalgamatedlife.com](http://www.amalgamatedlife.com) or contact: [kspalding@amalgamatedlife.com](mailto:kspalding@amalgamatedlife.com)

### **About the MarCom Awards**

MarCom Awards is a creative competition for any individual or company involved in the concept, writing and design of print, visual, audio and web materials and programs. Entries come from corporate marketing and communication departments, advertising agencies, PR firms, design shops, production companies and freelancers. The MarCom statuette graces the trophy cases of some of the top business and communication firms in the world.

The MarCom competition has grown to perhaps the largest of its kind in the world with about 5,000 entries per year. A look at the winners shows a range in size from individuals to media conglomerates and Fortune 50 companies. The competition is so well thought of in the industry that national public relations organizations, local ad clubs, and local business communicator chapters are entrants.

The mission of the MarCom Awards is to honor excellence and recognize the creativity, hard work and generosity of marketing and communication professionals. MarCom winners receive well-deserved recognition and third-party validation from a long-established industry organization that has earned a reputation for fairness, consistency and timeliness. Winners are listed on the MarCom Awards' website and in next year's Call for Entries. Winners and clients can also tout their awards through their news releases to their local news media and on their own websites, newsletters and print materials. Winners also have the opportunity to showcase their achievement in their offices or homes and to present clients with attractive, high-quality, meaningful awards.