

City wins Gold MarCom Award for strategic communications with *Welcome Back Welland* reopening plan

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Welland, ON – *Welcome Back Welland*; the City's reopening planning document and communications plan received a Gold award in this year's MarCom Awards. MarCom presents the Gold Award to those entries judged to exceed the high standards of the industry norm.

One of more than 6,000 submissions to various categories this year, *Welcome Back Welland* was adjudicated in the Strategic Communications, Crisis Communication Plan or Response category.

The plan, authored by the Corporate Leadership Team and the Management Emergency Control Group, hits on two of Council's current strategic priorities: communications, community engagement, and organizational culture and health and well-being.

Welcome Back Welland outlines the health and safety measures installed by the City to keep everyone safe from the spread of COVID-19 as services and facilities reopened. In addition, the document summarizes essential information about the City's commitment to health and safety, including the City's safety plan, building modifications, facility capacities and rules, and proof of vaccination requirements.

"We're committed to employee and visitor health and safety," said Steve Zorbas, CAO. "The plan our team developed focuses on providing a safe workplace for our staff, first and foremost, as well as a safe environment for visitors, whether they are contractors, paying a bill, or enjoying a recreation program."

MarCom Awards honours excellence in marketing and communication while recognizing creativity, hard work, and industry professionals' generosity. Since its inception in 2004, MarCom has evolved into one of the largest, most respected creative competitions.

The MarCom Awards are administered and judged by the Association of Marketing and Communication Professionals. The international organization consists of several thousand marketing, communications, advertising, public relations, digital, and web professionals. The Association oversees awards and recognition programs, provides judges, and sets standards for excellence.

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