

## anna fang public relations

### anna fang public relations wins 2007 Award of Excellence from the Awards for Publication Excellence™ (USA) for the Marketing and Public Relations Campaign for the Center for Creative Leadership

The Awards for Publication Excellence™ (APEX) (USA) announced that **Anna J H Fang**, director of **anna fang public relations** won a 2007 Award of Excellence for “The Marketing and Public Relations Campaign for the Center for Creative Leadership from Q2 2006-Q1 2007 in Hong Kong”.

During the one year time period, anna fang public relations gained over US\$380,000 in media coverage and value for the Center for Creative Leadership (CCL) through media interviews and published articles with a resulting 50 million television viewers in the Asia Pacific region and over 3 million readers in Hong Kong. She assisted CCL in obtaining a regular series in the *South China Morning Post* among other published interviews and contributed articles. During Q1 2006, CCL sponsored CCL’s Women’s Leadership Program (WLP) in collaboration with the Hong Kong Association of Business and Professional Women in Hong Kong and two HKABPW members were selected as recipients of scholarships to attend the WLP when it was held in Singapore.

The Center for Creative Leadership (CCL®) is a top-ranked, global provider of executive education that develops better leaders through its exclusive focus on leadership education and research. Founded in 1970 as a nonprofit, educational institution, CCL helps clients worldwide cultivate creative leadership – the capacity to achieve more than imagined by thinking and acting beyond boundaries – through an array of programs, products and other services. Ranked in the Top 10 in the *Financial Times* annual executive education survey, CCL is headquartered in Greensboro, North Carolina with campuses in Colorado Springs, Colorado; San Diego, California; Brussels, Belgium; and Singapore. Its work is supported by more than 500 faculty members and staff.

Anna has won a total of three Grand Awards of Excellence and 10 Awards of Excellence since 1995 for the PR and marketing campaigns and marketing materials she has created for employers and clients.

APEX™ 2007 Awards are based on excellence in graphic design, editorial content and the ability to achieve overall communications excellence. APEX™ Grand Awards honor the outstanding works in each main category while APEX™ Awards of Excellence recognize exceptional entries in each of the sub-categories.

There were 4,916 entries were evaluated, in the following distribution: Newsletters: 540; Magazines and Journals: 871; Magapapers and Newspapers: 145; Annual Reports: 262; Brochures, Manuals and Reports: 598; Electronic and Video Publications: 223; Web and Intranet Sites: 366; Campaigns, Programs and Plans: 311; Writing: 785; Design and Illustration: 578; and Special Publications: 237.

A total of 114 APEX™ Grand Awards were presented in 11 major categories to honor the outstanding works in those categories. 1,521 APEX™ Awards of Excellence recognise excellence in 105 individual categories. [www.apexawards.com](http://www.apexawards.com)

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