

**NEWS RELEASE**

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Township Together wins dotCOMM Gold Award

THE WOODLANDS, TEXAS (August 24, 2020) – The Woodlands Township recently won the dotCOMM Gold Award for the Township Together campaign, initiated during Coronavirus (COVID-19).

Township Together is a campaign created through the collaboration of The Woodlands Township Board of Directors, and Community Relations, IT and Human Resources departments, as a way to share positive approaches to handling the world-wide pandemic (COVID-19) in our community.

“We needed an avenue for residents to share their creative thoughts, actions, and acts of kindness with everyone in The Township during this stressful and unprecedented time,” said Township Director John Anthony Brown, who suggested the concept earlier in the year.

“The Woodlands community is filled with residents and businesses alike who are passionate, caring, supportive, innovative, and committed to residing in a place where all can live, work, learn and play,” Director Brown said. “In a place that welcomes everyone from everywhere to grow and thrive, the campaign sought to lift each other up with words of encouragement and acts of kindness.”

The campaign sourced images of inspiration and messages of positivity including sidewalk chalk drawings, motivational signs, painted rocks, businesses lit blue and more, through online submissions from residents and businesses. The Township Together webpage received over 800 visitors and over 50 submissions, some with multiple entries. Social media comments, likes, and reach ranged from 2,559 to 5,620.

The dotCOMM awards is an international competition honoring excellence in web creativity and digital communication. The competition spotlights the role of creatives in the constantly evolving web. Winning a dotCOMM award signifies that the winner’s web and digital work is among the best in the industry.

About the dotCOMM Awards

dotCOMM Awards is administered and judged by the Association of Marketing and Communication Professionals (AMCP), one of the largest, oldest and most respected evaluators of creative work in the marketing and communication industry. For more information about dotCOMM Awards, visit <https://www.dotcommawards.com/>.



For more information on The Woodlands Township, please call 281-210-3800 or visit www.thewoodlandstownship-tx.gov.



Township Together logo and photo submissions from the community.