



WORKFORCE CENTRAL FLORIDA

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WORKFORCE CENTRAL FLORIDA AWARDED FOR ITS PUBLIC RELATIONS PROGRAMS

ORLANDO, FL ... WORKFORCE CENTRAL FLORIDA (WCF) received three awards at the 2008 Image Awards, an annual competition by the Florida Public Relations Association-Orlando Area Chapter held on April 24 at the CityArts Factory in downtown Orlando.

In the events category, WCF received an Image Award and a Judges' Award for its 2007 State of the Workforce Summit, an event that attracted more than 400 attendees and included more than one dozen breakout sessions and a key note luncheon for CEOs, human resource professionals, business owners, elected officials and managers. The Image Award is presented to the top-scoring entry in each category, and the Judges' Award is given for an outstanding entry that achieves maximum results while using a minimum amount of money.

WCF also received an Award of Distinction in the annual report category for its 2007 Annual Report and 2008 Wall Calendar. WCF's annual report and wall calendar was designed to encourage year-round use and appealed to the humanistic side of its target markets with job seeker stories of determination and perseverance and employer accounts of services, such as successful training, and recruitment. The Award of Distinction is presented to all entries that meet the standards of excellence set by a panel of judges.

The Image Awards competition recognizes outstanding public relations programs in Florida and encourages and promotes the development of public relations professionalism in the state. Winners demonstrate the very best examples of innovation, planning and design, and in order to qualify for judging, an entry must incorporate sound public relations research and planning. Entries also must meet the highest standard of production, execution and evaluation of results and budget.

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WORKFORCE CENTRAL FLORIDA (WCF) is the region's workforce expert, helping over 4,700 employers connect with more than 38,000 job seekers. WCF offers innovative solutions to assist Central Florida businesses succeed in today's highly competitive workforce, while providing the tools job seekers need to find or advance in their current career. For more information, visit WCF online at www.WorkforceCentralFlorida.com.

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