



THE KITCHENER
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COMMUNITY
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NEWS RELEASE

FOR IMMEDIATE RELEASE

Local Community Foundations Win Excellence in Communications Award Three Years Running

Waterloo, March 9, 2010 —The Kitchener and Waterloo Community Foundation along with the Cambridge & North Dumfries Community Foundation have been named **silver** award winners for excellence in communications by the 2010 Wilmer Shields Rich Awards Program. Sponsored by the Council on Foundations, the awards program recognizes effective communications efforts to increase public awareness of foundations and corporate giving programs. The two community foundations received the award in the Special Report category for their collaboration on the third *Waterloo Region's Vital Signs* report released on October 6, 2009. The report is an annual community checkup that measures key areas critical to Waterloo Region's quality of life. *Waterloo Region's Vital Signs* has won an award in the same category since the inaugural 2007 report.

The awards will be presented during the Council on Foundations' Annual Conference, April 25-27, 2010 in Atlanta.

"It is a tremendous honour to be recognized three years in a row for our commitment to providing impactful and thought-provoking communication pieces for our community," says Rosemary Smith, CEO of The Kitchener and Waterloo Community Foundation. Adds Jane Neath, Executive Director of the Cambridge & North Dumfries Community Foundation, "There are 92 awards being presented by this prestigious awards program and we are one of only four Canadian foundations being recognized – what an incredible accomplishment!"

Entries to the awards program included annual or biennial reports, magazines and periodicals, special reports, public information campaigns, and websites. This year, 166 entries were submitted to the awards program.

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Waterloo Region's Vital Signs is an annual community checkup through which The Kitchener and Waterloo Community Foundation and the Cambridge & North Dumfries Community Foundation measure the vitality of our Region, identify significant trends, and invite community supporters to assign grades in 11 key areas critical to Waterloo Region's quality of life.

A comprehensive version of Waterloo Region's Vital Signs with links to the original data sources is available online at www.wrvitalsigns.ca.

For more information on Council on Foundations visit www.cof.org.

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