

# CAMDEN COUNCIL

## Media Release

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30 November 2016

### **Camden Council finalist in Australian Multicultural Marketing Awards**

Camden Council has been shortlisted as a finalist in the 2016 Australian Multicultural Marketing Awards (AMMAs), which recognise above the line marketing campaigns targeted at multicultural communities.

Mayor of Camden, Councillor Lara Symkowiak said Council has been shortlisted in the Communities Award category for creative and innovative work to promote Light up the Libraries for Harmony Day and Multicultural March event.

“Harmony Day and Multicultural March were fantastic community initiatives that literally shone the spotlight on Camden and Narellan libraries as the houses of our rural history while also welcoming our newest residents and celebrating the diversity and social cohesion of our growing area.”

“Council prepared an integrated marketing campaign that was directed to our local Camden community through the lighting up of Camden and Narellan libraries and highlighted through corresponding activities, displays, posters and throughout mainstream and social media.”

“I commend Council staff on their innovative approach to Multicultural March and Harmony Day,” Cr Symkowiak said.

Now in their 27th year, the AMMAs honour the best and brightest in multicultural marketing and communications around Australia. Winners will be announced at a national gala ceremony at the Sydney Opera House on Tuesday 6 December 2016.

For more information about the Award and the AMMAs visit [www.multicultural.nsw.gov.au/awards](http://www.multicultural.nsw.gov.au/awards)

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