

Business News Release

FOR IMMEDIATE RELEASE

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July 12, 2010

People Incorporated Campaign Receives National Award

KINGSPORT- Hillhouse Graphic Design, Kingsport, recently received an APEX Award for 2010 in the category of Public Relations, Public Information & Public Service Campaigns. Its integrated public awareness campaign "What Can People Do?" promotes the programs of People Incorporated of Virginia, one of the largest community action agencies in the nation. The Southwest Virginia organization provides housing, education and economic development opportunities for low-income families and individuals.

The "What Can People Do?" campaign featured video, a dedicated mini-Web site, several 30-second PSAs for television and radio, and a series of billboards promoting each of People Incorporated's programs. The campaign was launched for the organization's 45th anniversary.

According to Jane Hillhouse, HGD's president and creative director, the APEX awards received more than 3,700 entries. Other winners in the same category included: Continuum Health Partners, NY; ESPN in Lake Buena Vista; Northern Virginia Electric Cooperative; Northwestern Memorial Hospital, Chicago; Peabody Energy, St. Louis; and Port Authority of NY & NJ.

"Our campaign strategy was very direct and simple," Hillhouse says. "We wanted to tell the People Incorporated's story from the perspective of the individuals and families they serve."

Those voices spoke convincingly of the life-changing work
People Incorporated does for the residents of Southwest
Virginia."

Hillhouse Graphic Design is celebrating its 26th anniversary.
For more information, visit hillhouse4design.com