

Media Release - for immediate release

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Howard County Library System Receives International Recognition BATMAN READS! PHOTO EARNS HCLS TOP HONOR IN HERMES CREATIVE AWARDS

ELLCOTT CITY, MD-- Howard County Library System (HCLS) received international recognition by Hermes Creative Awards for the cover photo on its 2015 summer issue of *source*. The photo, *Batman Reads!*, was awarded the 2016 Platinum Award in the photography portrait/people category. Only 15 percent of entries win the Platinum Award, the organization's top honor. The reverse cover of the classes and events guide, *Super Kids*, received Honorable Mention.

HCLS' Public Relations team members Christie Lassen (director), Geoff Baker (photographer), and Dennis Wood (assistant photographer) staged and shot the photos to promote last year's summer reading initiative at HCLS. The late Lenny Robinson, well known in the region for his appearances as Batman at various events in support of children, is featured as the caped crusader in the cover photo.

The Hermes Creative Awards competition recognizes creative professionals involved in the concept, writing, and design of traditional and emerging media. HCLS' entries were chosen from more than 6,000 entries from throughout the world.

The competition is administered and judged by the Association of Marketing and Communication Professionals (AMCP). The international organization consists of several thousand marketing, communication, advertising, public relations, media production and free-lance professionals.

AMCP judges are industry professionals who look for companies and individuals whose talent exceeds a high standard of excellence and whose work serves as a benchmark for the industry. Winners are selected from 195 categories grouped under advertising, publications, marketing/branding, integrated marketing, public relations/communications, electronic, and pro bono.

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