

## **NEWS RELEASE**

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## **MOTIVACTION WINS SIX GRAPHIC DESIGN USA AWARDS RECOGNIZING OUTSTANDING CREATIVE**

[Minneapolis, MN] (September 22nd, 2010) - [MotivAction](#), a recognized innovator in meetings and event management, today announced it won six Graphic Design USA awards. MotivAction earned awards for compelling design and creative in the categories of Brochures and Collateral, Direct Mail and Direct Response, Announcements and Invitations, Books, Broadcast and Multimedia Design, and Corporate Branding Programs. The winning entries will be featured in the November/December 2010 issue of GD USA.

“Our creative approach is very strategic and collaborative. Having a clear understanding of our clients’ objectives, audience and brand is vital—once we have that foundational understanding, then we start thinking outside the box and the real fun begins,” said Stephanie Teig, Director of Creative and Communications, MotivAction. “It’s our goal that every creative offering we produce has 1) a fresh look and feel, and 2) a compelling message that resonates with each audience.”

MotivAction’s award-winning work featured incentive travel campaigns designed to inspire performance and drive participants to achieve business results. In addition to creative design for clients, MotivAction was recognized for the refresh of their own corporate brand and identity. “We have a commitment to excellence at MotivAction. That commitment begins with our people. We have assembled a creative team that represents the best talent in the industry and the awards for our corporate brand are an affirmation of that,” said Joe Keller, President and Chief Operating Officer, MotivAction.

Graphic Design USA sponsors an annual national design competition that spotlights areas of excellence and opportunity for creative professionals. This year, the competition received more than 8,000 entries. Of these, a highly selective 15 percent are recognized with an Award of Excellence Certificate.

### **About MotivAction**

MotivAction is a performance improvement company engaged by organizations looking to improve results through people. Headquartered in Minneapolis, MotivAction has been delivering [meetings and events](#), [incentives](#) and [recognition](#), and [learning](#) services to many FORTUNE 1000 companies for over 30 years. For more information, visit <http://www.motivaction.com>