



PRESS RELEASE

Boys & Girls Clubs of Tampa Bay Honored with MAC Award from National Office

Tampa FL, April 9, 2013: Boys & Girls Clubs of Tampa Bay was awarded a MAC (Marketing & Communications) Award from Boys & Girls Clubs of America in the Great Futures Start Here category.

This annual competition recognizes Boys & Girls Clubs from across the country for their efforts in areas of Marketing and Communications and honors the winning Clubs at the National Conference, which is held in the spring. Judges review entries for achievement of objectives, creativity and content.

The MAC Awards offer eight categories to choose from and each Boys & Girls Clubs can submit entries to as many selections as they would like. Each submission must include detailed information such as strategy, thoroughness of planning, effective use of research, presentation, and innovation of ideas and techniques.

The Great Futures Breakfast, which was held on December 13, 2012 at the Tampa Bay Times Forum, attracted over 700 guests and included a one-hour program that focused on current and former Club Members sharing their stories on how the Club has made their futures great. The pilot event raised more than \$380,000 and is scheduled to be held again later this year.

Boys & Girls Clubs of Tampa Bay will be recognized at the MAC Award Luncheon on Thursday, May 2nd at the National Conference in Orlando.

About Boys & Girls Clubs of Tampa Bay

Boys & Girls Clubs of Tampa Bay has been a positive force in the community for 85 years; enabling young people to become productive, responsible and caring citizens through structured programming, safe learning environments and dedicated staff. With a focus on three core priority outcomes – Academic Success, Healthy Lifestyles, and Improving Character & Leadership, Boys & Girls Clubs

of Tampa Bay provides opportunities to build new skills that raise each Club Member's belief that he or she can succeed and receive recognition for personal, social and academic accomplishments.

Media Contact

Cassandra Thomas | cthomas@bgctampa.org | 813-769-7535