



PUBLIC INFORMATION OFFICE
5925 COVE ROAD • ROANOKE, VIRGINIA 24019

NEWS RELEASE

For Immediate Release

Contact: Gray Craig
Web Content Manager
(540) 772-2010
graig@roanokecountyva.gov

County Departments Win National Award for “What Will It Take” Video

Video highlights the dangers teens face while driving when distracted.

(ROANOKE COUNTY, Va.) January 1, 2013 – Roanoke County’s departments of Public Information, Police, and Parks, Recreation & Tourism received a 2012 Platinum MarCom award for the video project entitled “What Will It Take?”

The video is intended to bring attention to the growing dangers faced by teenaged drivers who may become distracted by text messaging, loud music, or by having several passengers in the vehicle.

The highly dramatized video features actors from the Glenvar High School drama program and also features Roanoke County dispatchers, police and others staff members asking the question “what will it take to prevent you from driving distracted?”

The MarCom Awards is a creative competition for any individual or company involved in the concept, writing and design of print, visual, audio and web materials and programs. Entries come from corporate marketing and communication departments, advertising agencies, public relations firms, design shops, production companies and freelancers. The MarCom competition has grown to perhaps the largest of its kind in the world with about 6,000 entries per year, with winners ranging in size from individual communicators to media conglomerates and Fortune 50 companies.

###