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Press Contacts:  
Karen Renk 630.369.7780  
[Karen@incentivemarketing.org](mailto:Karen@incentivemarketing.org)  
Sue Voyles 734.667.2005  
[sue@logos-communications.com](mailto:sue@logos-communications.com)

## **Incentive Marketing Association Announces New Social Responsibility Award**

April 27, 2010 NAPERVILLE, Ill. – The [Incentive Marketing Association](#) (IMA) is expanding its Circle of Excellence Awards program to include a new Social Responsibility Award.

“This new award will recognize incentive suppliers that have gone above and beyond in their efforts to expand the commitment of the entire incentive industry to social responsibility and to increase the participation of the incentive supply chain in social responsibility,” explained Karen Renk, CAE, executive director for the IMA. Launched in 2000, the Circle of Excellence Awards identifies and recognizes outstanding examples of successful customer and employee incentive programs designed to help drive business.

Submissions for the IMA Circle of Excellence Social Responsibility Award will be evaluated based on three key areas: Corporate Citizenship; Supply Chain Policies; and Industry Leadership. In each area, entries will be judged on:

- Level of company commitment.
- Creativity shown in addressing social issues.
- Execution of social responsibility initiatives.
- Extent to which the company communicated and promoted its position on social responsibility to customers, investors, suppliers, employees and communities.
- Effectiveness of social responsibility efforts.

This new Social Responsibility Award will be presented for the first time at the 2010 Motivation Show on Wednesday, October 13 in Chicago. For information about the Motivation Show visit [www.motivationshow.com](http://www.motivationshow.com). For information about the Circle of Excellence Award luncheon, e-mail [Karen@incentivemarketing.org](mailto:Karen@incentivemarketing.org).

#### **About the Circle of Excellence Awards**

Past Circle of Excellence Award winners have included noted companies such as VW of America, Scottrade, IBM, GE Financial Services, Glaxo Smith Kline, Kohler, Kraft Foods, Purina, Microsoft Corp., NBC, and Sprint Communications. The growing archive of Circle of Excellence Award case studies illustrates the power of incentives, and has set even higher standards for the incentive marketplace. Judging criteria includes overall success in meeting program objectives, program originality/creativity, appropriate incentive selection, perceived value of the incentive, and effectiveness of communication strategy and promotional materials. Entries for the 2010 Awards program are due June 22, 2010.

#### **About the Incentive Marketing Association**

The Incentive Marketing Association ([www.incentivemarketing.org](http://www.incentivemarketing.org)) is the leading voice of suppliers in the incentive marketplace. IMA provides education and information services, publications, conferences and seminars, and research to businesses to help them effectively use incentive programs to motivate employees and customers. Business improvement starts at the IMA.

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IMA  
1601 North Bond St., Suite 303  
Naperville, IL 60563  
630.369.7780  
[info@incentivemarketing.org](mailto:info@incentivemarketing.org)