

**FOR IMMEDIATE RELEASE**

November 30, 2018

**Media Contact**

Beth Ludwick

Vice President, Communications

571-328-1350 | [bludwick@thehcpa.org](mailto:bludwick@thehcpa.org)

## **Household & Commercial Products Association (HCPA) Receives Prestigious MarCom Gold Award for 2017 Annual Report**

---

Washington, D.C. – The Household & Commercial Products Association (HCPA) is proud to announce that it has received a 2018 MarCom Gold Award in the print media and publications category for its [2017 Annual Report](#). The Gold Award is presented to those entries judged to exceed the high standards of the industry norm. The award also recognizes the efforts of creative professionals who contribute their unique talents to public service and charitable organizations.

“The staff at HCPA is truly honored to receive this highly-respected and coveted marketing and communications award,” said Steve Caldeira, HCPA President & CEO. “This recognition validates the hard work of our very talented team and the strategic decision by our Board of Directors to rebrand the association to more effectively advocate on behalf of our members.”

The MarCom Awards is an international creative competition that recognizes outstanding achievement by marketing and communications professionals. Entries come from corporate marketing and communications departments, academic institutions, advertising agencies, PR firms, design shops, production companies, trade associations and freelance consultants.

The MarCom Awards is administered and judged by the Association of Marketing and Communications Professionals (AMCP). The international organization consists of several thousand creative professionals. The Association oversees awards and recognition programs, provides judges and sets standards of excellence.

Other strategic communications and digital media category winners included the Cornell SC Johnson College of Business, HCPA board-member company BASF, and several other prominent trade associations including the American Heart Association, American Lung Association, American Hospital Association and the Military Officers Association of America.

###

### **About HCPA**

The Household & Commercial Products Association (HCPA) is the premier trade association representing companies that manufacture and sell \$180 billion annually of products used for cleaning, protecting, maintaining, and disinfecting homes and commercial environments. HCPA member companies employ 200,000 people in the U.S. whose work helps consumers and workers to create cleaner, healthier and more productive lives.