

134-09
May 20, 2009

CONTACT:
David Blanchette
(217) 558-8970

FOR IMMEDIATE RELEASE

Bicentennial Commission named finalist in 2009 American Business Awards for Lincoln's 200th Birthday PR efforts

*Seventh annual Stevie® Awards will be presented on June 22 in
New York City*

SPRINGFIELD – The Illinois Abraham Lincoln Bicentennial Commission (IALBC) was named a finalist today in the Communications or PR Campaign of the Year for a Non-Profit Purpose category in the 2009 American Business Awards.

Stevie Award winners will be announced during the annual gala on Monday, June 22 at the Marriott Marquis Hotel in New York City. Six hundred executives from across the United States are expected to attend. The ceremonies will be broadcast on radio nationwide by the Business TalkRadio Network and hosted by Cheryl Casone of Fox Business Network.

The American Business Awards are the nation's premier business awards program. All organizations operating in the United States are eligible to submit award entries, including public and private, for-profit and non-profit, large and small.

More than 2,600 entries from companies and organizations of all sizes and in virtually every industry were submitted for consideration in more than 40 categories, including Most Innovative Company, Best Management Team, Best New Product or Service, Best Corporate Social Responsibility Program, and Best Corporate Environmental Responsibility Program. The IALBC will be competing in the Communications or PR Campaign of the Year category for non-profit organizations.

The IALBC has coordinated the State of Illinois' observance of Abraham Lincoln's 200th birthday. A combination of unique, original promotions and traditional observances resulted in a highly successful Bicentennial observance that was publicized literally around the globe. Several of the activities mentioned in the Stevie Award submission include:

more

- The “Voice of Lincoln” radio public service campaign in cooperation with the Illinois Broadcasters Association and the “Lincoln Log” daily vignette campaign in cooperation with the Illinois Press Association.
- The attempt to set a new world record by simultaneously reading the Gettysburg Address.
- Naming the Old State Capitol in Springfield as Abraham Lincoln’s official mailing address and having people send birthday cards to Lincoln there.
- The development of a tractor-trailer exhibit, a custom motorcycle, and traveling panel exhibits to promote the Bicentennial across the country.
- Unveiling the new Lincoln Bicentennial postage stamps in Springfield and having the first day of issuance there, as well as coordinating a design contest for custom envelopes to be sold with the stamps.
- Creating a giant Lincoln portrait out of Post-It notes and having custom cheesecakes created as Lincoln’s official birthday cakes.
- Offering an overnight vigil at the Abraham Lincoln Presidential Museum where visitors could view original Lincoln documents around the clock.
- Hosting numerous local, state and national media organizations for live broadcasts on Lincoln’s 200th birthday, February 12, 2009.

Members of the Awards' Board of Distinguished Judges & Advisors and their staffs will select Stevie Award winners from among Finalists in final judging that will continue through June 3. Finalists were chosen by business professionals nationwide during preliminary judging in April through early May.

“Despite very tough economic conditions, many organizations and individuals continue to perform well,” said Michael Gallagher, founder and president of The Stevie Awards. “The results of the 2009 ABAs thus far are a testament to the resilience, creativity, and hard work of American organizations, executives, and workers.”

Details about The American Business Awards and the list of finalists in all categories are available at www.stevieawards.com/aba.

Stevie Awards are conferred in four programs: The American Business Awards, The International Business Awards, The Stevie Awards for Women in Business, and the Stevie Awards for Sales & Customer Service. Honoring companies of all types and sizes and the people behind them, the Stevies recognize outstanding performances in the workplace worldwide. Supporting sponsors of The 2009 American Business Awards include High Performance Technologies Inc., John Hancock, Lifelock, RCN Corporation, Softpro, and Ultimate Software. Media sponsor is the Business TalkRadio Network. Localization partner of the 2009 Stevie Awards is Lionbridge.

#