



MICHIGAN TOWNSHIPS ASSOCIATION

FOR IMMEDIATE RELEASE
CONTACT: Jennifer Hoff (517) 321-6467

Sept. 17, 2007

MTA Wins Diamond Award for Communication

Dearborn, MI—On Sept. 13, the Michigan Society of Association Executives (MSAE) bestowed top honors—a Diamond Award—to the Michigan Townships Association (MTA) for its electronic newsletter, *mt@-newswire*. MTA also received a Gold Award for the Association's magazine, the *Michigan Township News (MTN)*.

The MSAE Diamond Awards are designed to recognize excellence and innovation in associations. More than 40 entries competed for honors in nine categories. MTA competed in two categories—E-Newsletter and Magazine Publishing—taking home awards in both.

"We are very pleased to receive these awards," said Larry Merrill, executive director of MTA. "Our staff works very hard to ensure that we are providing our members with information in a useful and timely manner that can help them better serve residents in their communities. Receiving these honors reaffirms our efforts and encourages us to continue to strive for the most efficient use of communication possible."

The purpose of *mt@-newswire* is to act as a bulletin-based, Web-linked means for members and other subscribers to obtain late-breaking news, action alerts, general information and last-minute reminders. The brief articles relay timely, vital information about items that are more urgent in nature or that occur between publication dates of other MTA communications vehicles.

The *Michigan Township News* is the foremost source of information for 6,526 township officials, along with township employees, board and commission members, state legislators, and others. *MTN* is sent to more than 9,750 persons 11 times during the year.

For more information on either of these publications, please contact the MTA office at (517) 321-6467.

###

[Photo available upon request.]