



JULIE, INC. RECEIVES PRESTIGIOUS AWARDS FOR STATEWIDE SAFETY PROGRAM

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JOLIET, IL – Representatives of JULIE, Inc. announced today that the not-for-profit organization was the recipient of the Silver Trumpet award from the Publicity Club of Chicago for distinguished achievement in public relations and the Silver Communicator Award of Distinction from the International Academy of Visual Arts.

The JULIE, Inc. Public Relations Department created a successful, multi-dimensional safety program to educate and inform professional excavators and homeowners about the importance of calling JULIE before any type of digging projects. During the past year, JULIE, Inc. launched an awareness campaign to accompany the roll-out of 811 as the national call-before-you-dig number.

“We are honored to receive these prestigious awards,” said Kevin Chmura, director of public relations at JULIE, Inc. “Our proactive campaign stresses the importance of our mission and prevents damages to underground utilities, the environment and property; reduces service interruptions and costly repairs; and saves lives.”

A leading marketing firm recently conducted a statewide survey to gauge the effectiveness of the outreach program. The results indicated that a majority of adults who have done a household project requiring digging in the last two to three years are aware of the free service (91 percent) in Illinois. This is significantly higher than the nation as a whole, with only 73 percent of U.S. residents aware of these services.

The Publicity Club of Chicago awards program is the only one in the Midwest honoring distinguished individual achievement of public relations and other communications professionals. The Communicator Awards is the leading international awards program honoring creative excellence.

As one of the largest industry one-call systems in the nation, JULIE, Inc. represents 1,730 members and annually receives 1.2 million locate requests. The organization is based in Joliet, Illinois. For more information, please visit www.illinois1call.com.

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