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ASTRO Publications Earn Three MarCom Awards

Fairfax, Va., November 26, 2007 – The results are in and the American Society for Therapeutic Radiology and Oncology has been awarded three MarCom Creative Awards for its work on *ASTRONews*, the Annual Meeting Guide and ASTRO’s first-ever Annual Report.

More than 5,000 entries were submitted to the MarCom Awards from marketing and communication departments, advertising agencies, public relations firms, design shops, freelancers and production companies throughout the United States and internationally in hopes of being honored with one of this year’s awards.

The *2007 ASTRO Annual Report* earned MarCom’s most prestigious award, the Platinum Award, in the association annual report category. This was the first year that ASTRO published an annual report and the first time that an ASTRO publication has been given the Platinum Award.

In the special edition magazine category, *ASTRONews: Guide to ASTRO’s 49th Annual Meeting* was awarded the Gold Award, which is presented to entries that exceed industry standards. Finally, the July-September 2007 edition of *ASTRONews* was recognized with an Honorable Mention award in the association magazine category. Honorable Mentions are awarded to entries that exceed the judges’ expectations.

“At ASTRO, we pride ourselves on offering top-notch publications to our members,” said Laura I. Thevenot, ASTRO’s Chief Executive Officer. “To be recognized by a well-respected organization like the MarCom Awards for the hard work that our staff puts into putting together these publications is truly an honor. I am particularly proud that our first annual report received top honors.”

MarCom Awards is an international creative competition that recognizes outstanding achievement by marketing and communications professionals; the awards are administered and judged by the Association of Marketing and Communication Professionals.

ASTRO is the largest radiation oncology society in the world, with 9,000 members who specialize in treating patients with radiation therapies. As the leading organization in radiation oncology, biology and physics, the Society is dedicated to improving patient care through education, clinical practice, advancement of science and advocacy.

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