

May 15, 2014

City of Campbell River website wins gold recognition from AVA Digital Awards

The City of Campbell River website has won gold in the government website category of the 2014 AVA Digital Awards.

There were approximately 2,100 entries in more than 200 categories for the 2014 competition, and the gold award was presented to approximately 16 per cent of entries, which were judged to exceed the high standards of the industry norm.

“The City of Campbell River website was evaluated on originality, innovation, design, functionality, site content, professionalism and effectiveness,” says Warren Kalyn, the City's information services manager.

The City's re-designed website was launched in fall 2013, with updated content, a new look and layout, extensive use of images, enhanced mapping, a centralized document library, plus advanced search capabilities, translation into more than 70 languages, a full mobile version, an opinion poll and photo library.

The re-design – completed on budget by Graphically Speaking, a Vancouver firm with a successful history of municipal website development – replaced a 2005 website.

The AVA Digital Awards competition is administered and judged by the Association of Marketing and Communication Professionals (AMCP). The international program recognizes digital communications that include audio and video productions, websites, interactive social media sites and more.

“Judges are industry professionals who look for companies and individuals whose talent exceeds a high standard of excellence and whose work serves as a benchmark for the industry,” AVA said in a letter to the City.

Winners are listed online at the AVA Awards website, www.avaawards.com

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