

AMERICAN BUSINESS MEDIA

The Association of Business Media Companies

2000 Littleford Award Winners

NEW YORK, August 16, 2000—The Everglades Community Association (ECA) was awarded American Business Media's prestigious Grand Littleford Award. Named after chairman emeritus of BPI Communications, the William D. Littleford Awards for Corporate Community Service celebrate outstanding community service projects and serve to inspire other organizations to initiate similar solutions in their own communities. "These awards recognize both the community service efforts of corporations and the excellent reporting of the magazines that cover these stories," said Gordon Hughes, President/CEO of American Business Media.

Daniel Ramella, President/COO, Penton Media, and Chairman, American Business Media, hosted the 3rd annual Littleford Awards at the Union League Club in New York. The awards luncheon was attended by more than 90 people and sponsored by The Jordan, Edmiston Group, Inc.

Gerald Hobbs, Chairman, VNU Inc., awarded the Everglades Community Association, a Florida-based nonprofit group that provides housing for migrant workers, with the Grand Littleford Award and a \$5,000 check. The article reporting the Everglades project appeared in the July 1999 issue of Hanley-Wood's *Builder* magazine.

The award was given to ECA following the devastation of Hurricane Andrew, for their instrumental role in rebuilding the homes of migrant and seasonal workers in Florida, and also for creating a renovated neighborhood, including a daycare center, a healthcare clinic, a credit union, and basketball courts. Residents praise this 120-unit rental community for its high living standards, affordable rents, and sense of family.

Other winning entries covered such diverse topics as: using computers effectively to teach school children; fire chiefs' home brewed ale, which is sold and a portion of the proceeds benefit local area burn charities; a program that sends bilingual and bicultural healthcare outreach workers into different ethnic communities to ensure that everyone receives quality health education; and a schoolyard where children learn about nutrition. The organizations that implemented these programs are, respectively: Kanawha City Elementary School as featured in *PC World* (IDG); Robert Mondavi Corporation as featured in *Beverage World*, (Bill Communications, Inc.); International Medicine Clinic, Harborview Medical Center as featured in *Patient Care* (Medical Economics Company, Inc.); and Rock Bottom Restaurants as featured in *Firehouse* (Cygnus Business Media).