

AMERICAN BUSINESS MEDIA

The Association of Business Media Companies

2002 Littleford Award Winners

NEW YORK, August 13, 2002—The multi-million dollar advertising agency Arnold Worldwide won the 2002 Grand Littleford Award at the historic Union League Club in New York City. The Littleford Awards are named after BPI Communications, Inc. chairman emeritus William D. Littleford, and recognize corporate community service as nominated by editors and publishers of American Business Media member publications.

”The Littleford Awards recognize companies and individuals who dedicate resources to help their community and society in general,” said James Watt, Chairman/CEO, Watt Publishing, and host of this year's awards luncheon. “The awards also recognize the magazines and their reporters who report on these outstanding examples. American Business Media is honored to sponsor the Littleford Awards and the editorial committee should be congratulated for conceiving the idea.”

All the winners embodied the heart of the Littleford Awards, which is to make a difference in the lives of others. “We believe that the Littleford Awards are important to the entire industry because corporations with a conscience understand that doing well is doing good,” said Michael Marchesano, President, VNU Business Media. “Integral to their core values is the commitment to make philanthropic activities a strategic initiative. Volunteers become personal ambassadors, and in this role, they put a compassionate face on their companies in projects that are personally fulfilling and that make a lasting impact. Above all, the Littleford Awards reward passion, not profit, and the winners over the years are everyday heroes and everyday leaders.”

Marchesano awarded Arnold Worldwide the crystal Steuben Grand Littleford Award and a \$3,000 check for its foundation. Arnold Worldwide won for its commitment to the Roger Clap Elementary School in Dorchester, Mass., where Arnold employees established a mentoring program. Arnold employees mentored a class for 90 minutes, helped with lesson plans, and read during story time, as well as offered one-to-one tutoring. In addition, volunteers served as field trip chaperones and attended school performances. Arnold employees have mentored more than 1,200 students since 1984.

For the first time ever in the history of the Littleford Awards, a monetary prize was presented to all the Littleford Award winners. In addition to the Grand Littleford Award winner receiving \$3,000, the four Littleford winners each received \$500.

American Business Media congratulates the other Littleford Award winners:

Campbell Mithun, Chicago, as nominated by *FoodService Director* (VNU Business Media), for encouraging its employees to develop company-wide volunteer programs;

Charles G. Wagner, MD, as nominated by *Medical Economics* (Thomson Medical Economics),

who along with his staff hosted the annual Delmarva Hot Air Balloon & Craft Festival, with proceeds benefiting a retreat program for kids with diabetes and their families and a revitalization project of the one-time shipbuilding village of Milton, DE;

CMP Media, as nominated by *Technology & Learning* magazine (CMP Media), for serving as the valuable guide for K-12 technology-using educators. CMP Media offers resources and strategies for integrating technology into teaching, training, and management at all levels of education; and

Limited Brands, as nominated by *Executive Technology* (Fairchild Publications), for its tutoring program ColumbusReads, where volunteers helped improve Columbus, Ohio, students in reading.