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For Immediate Release

## **TOCA Announces Communications Award Winners**

NEW PRAGUE, MN (September 11, 2020) The Turf & Ornamental Communicators Association (TOCA) recognized several of its members for their exceptional communications entries during the association's 31<sup>st</sup> annual meeting, held Sept. 9-11, via a virtual platform. This year's contest drew 286 entries.

TOCA's communications contest honors individuals for excellence in writing, design, photography/audio visual, new media and special projects. The top winners from the marketing and publishing categories received Gardner Awards. This year's Gardner Award winners are listed below:

Design - First and Gardner Award  
Printed magazine/single page design, advertising  
"Syngenta GreenTrust 365 Advertising Design"  
G&S Business Communications, Syngenta

Design - First and Gardner Award  
Overall magazine design - printed magazines  
"Lawn & Landscape - October 2019"  
Justin Armburger, GIE Media

International - First and Gardner Award  
Best Writing Publication - Article or Editorial  
"Stadium of the Future"  
Scott MacCallum, Turf Matters

New Media - First and Gardner Award  
Most engaging social media campaign  
"Syngenta Thank a Super Spouse Twitter Campaign"  
G&S Business Communications, Syngenta

New Media - First and Gardner Award  
Blogs  
"TurfNet tackles the Rose Bowl"  
John Reitman, TurfNet

Photography • Video • Multimedia - First and Gardner Award  
Best short video  
“Ferris - Work Hard Feel Good Manifesto Video”  
Swanson Russell

Photography • Video • Multimedia - First and Gardner Award  
Best single photo - created by a TOCA member or freelancer  
“The Big Idea of the Mini Course”  
Pete Seltzer, Kelly Smith, Golfdom Staff, North Coast Media

Special Projects - First and Gardner Award  
Best integrated marketing campaign  
“WESTERN Works Campaign”  
EPIC Creative

Special Projects - First and Gardner Award  
Best integrated marketing campaign  
“Grow to Go with Hunter and FLuminaire”  
Hunter Industries

Special Projects - First and Gardner Award  
Miscellaneous special publishing project  
“Plant Parenting: Easy Ways to Make More Houseplants, Vegetables, and Flowers”  
Leslie F. Halleck, Halleck Horticultural

Writing - First and Gardner Award  
Writing for electronic newsletter - original content  
“A Case for Precision Irrigation”  
Performance Marketing

Writing - First and Gardner Award  
Operations profile - commercial publications  
“Four-legged Loopers”  
Clara Richter, Golfdom Staff, North Coast Media

To view the TOCA Awards 2020 Video, which includes the first place, merit and Gardner Award winners, go to: <http://bit.ly/2020TOCA Awards>.

The Turf and Ornamental Communicators Association includes editors, writers, publishers, photographers, public relations/advertising practitioners, industry association leaders, manufacturers and others involved in green industry communications. Since its beginnings in 1990, TOCA has been serving the green industry by fostering an open exchange of information regarding issues that affect how we communicate with our various audiences.

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