



City of Wylie
Public Information Office

PRESS RELEASE

Bluegrass Event Earns National Recognition

Wylie, Texas, Sept. 14, 2016 –Wylie won first- and second-place national Savvy Awards at the annual conference of 3CMA, City-County Communications & Marketing Association, held in San Antonio Sept. 7 - 9. The first-place honor was in the category of Special Events – Recurring Event and was awarded for Bluegrass on Ballard, an event produced in partnership with the Wylie Downtown Merchants Association. The second-place award was in the category Best Overall Website, for wylietexas.gov. 3CMA is the national organization for public information officers.

The Special Events category was for cities with populations of 0-125,000. Judges said: “You have done an impressive job of capitalizing on Wylie’s ‘strong community spirit’ to revive an event that builds upon the same. Your narrative says that Wylie residents like to ‘get together for good times.’ Based on the successful planning and coordination, it looks like the good times will continue to roll with Bluegrass on Ballard. Excellent presentation of the event. Very well written.”

The website category was for cities with populations of 0-55,000, and judges said: “This is what cities should strive for in their redesigns from ‘2.0’ to ‘3.0’ sites! Design is very clean and easy to use and the brand is furthered by strong photography. We love the large photo and content pods on the homepage.”

Earlier this summer, wylietexas.gov won first place in the state municipal public information officers’ competition, and Bluegrass on Ballard marketing placed third in its category.

Craig Kelly is Wylie’s public information officer, and Judy Truesdell is a communications specialist.

(Photo courtesy 3CMA)

From left, Julie Brechbill, past 3CMA president, Wylie Public Information Officer Craig Kelly, and Scott Lehtonen, 3CMA executive director, pose after the 3CMA awards luncheon earlier this month.

Media Contact:
Craig Kelly, PIO
972-516-6016
craig.kelly@wylietexas.gov

About Wylie – Incorporated in 1887, the City of Wylie is located just 24 miles from downtown Dallas in Collin, Dallas and Rockwall counties. Possessing an outstanding school district, a low crime rate, and an expanding business climate, Wylie (population 48,000) is one of the fastest-growing communities in Texas with a 220-percent increase since 2000. In 2016, financial website NerdWallet named Wylie the Best Small City in the Nation for Families.