

PRESS RELEASE

FOR IMMEDIATE RELEASE

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CONTACT INFORMATION

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WARE MALCOMB WINS 2 SMPS NATIONAL MARKETING COMMUNICATIONS AWARDS

Ware Malcomb Awarded 1st Place in Social Media Category and 2nd Place in Web Site Category in the SMPS National Marketing Communications Awards Program

(September 2011) Irvine, Calif. – Ware Malcomb was awarded two Marketing Communications Awards at the SMPS (Society for Marketing Professional Services) National Conference, *Build Business: The Bottom Line*, on August 25, 2011 in Chicago, Illinois. Ware Malcomb received first place in the Social Media Category, and second place in the Web Site Category - www.waremalcomb.com

Ware Malcomb's Chief Marketing Officer Ruth Brajevich shares, "It is an honor to be recognized by our industry peers with our sixth and seventh SMPS awards. Ware Malcomb's commitment to innovation, as well as the creativity of our Marketing Team and Graphic Design Studio are reflected through this distinct honor."

Ware Malcomb was an early adopter of social media in the AEC industry, and was featured in a recent SMPS Foundation Research White Paper, *The Client's Use of Social Media and Social Networking*. The firm was also a case study in an Executive Education Course as part of the Graduate School of Design at Harvard University entitled, *Social Media Strategies: Moving Your Brand Message to the Center of the Conversation*.

Ware Malcomb's website, www.waremalcomb.com was created by our in-house Marketing Department and Graphic Design Studio, **wm | graphics** (waremalcomb.com/services-graphic-design.) This unique studio provides branding, logo/corporate identity, brochures, websites, multi-media, marketing consulting and environmental graphics. For more information about **wm |**

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graphics, please contact Debra Bryant, Studio Manager, Graphic Design at dbryant@waremalcomb.com or 949.660.9128.

About Society for Marketing Professional Services

The Society for Marketing Professional Services (SMPS) is an organization consisting of marketing and business development professionals in the architectural, engineering, planning, interior design, construction, and specialty consulting industry across the United States and Canada. www.smeps.org

About Ware Malcomb (waremalcomb.com)

Established in 1972, Ware Malcomb is an international design firm providing planning, architecture, interior design, graphic design and civil engineering services to commercial real estate and corporate clients. The firm specializes in commercial office, corporate office, industrial, technology, healthcare, retail, public, educational facilities and renovation projects. Ware Malcomb has 11 office locations throughout the United States, and in Toronto, Ontario, Canada and Panama City, Panama.

Ware Malcomb Irvine (<http://www.waremalcomb.com/contact-irvine.html>)

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