

Chartwells Higher Education Dining Services Receives Prestigious 2012 Magellan Awards in Communications Campaign Competition

“Chartwells Magazine” digital publication recognized by League of American Communications Professionals with three esteemed awards.

Rye Brook, N.Y. (January 10, 2013) – Chartwells Higher Education Dining Services has been recognized by the League of American Communications Professionals (LACP) in its 2012 Magellan Awards Communications Campaign Competition. Chartwells’ monthly digital newsletter, “*Chartwells Magazine*”, was recognized as the 2012 Platinum Winner in the Employee Communications category winning the overall award within the competition class. *Chartwells Magazine* was also recognized as the Most Engaging communication in the Worldwide Special Achievement Award category. Additionally, *Chartwells Magazine* ranked 7th in the 2012 Magellan Awards Worldwide Top 50 ranking competition.

Winning Remarks

The competition was judged by a field of communications professionals affiliated with LACP. “This year’s entry for Chartwells Higher Education Dining Services, ‘*Chartwells Magazine*’, proves to be remarkable in light of tremendous competition,” said Christine Kennedy, LACP Managing Director. “More than 400 entries were received for the 2012 Magellan Awards, comprising submissions from nearly a dozen countries. Overall, we find this work to be outstanding, earning a total score of 99 out of a maximum 100 points. With this strong performance, *Chartwells Magazine* has been recognized with a Platinum Award within its competition class. The first impression and target audience definition presented by this entry is exceptional while the clarity of the communications’ goals and messaging is outstanding. Our belief is that the target audience will find the execution of this campaign and overall results to be exceptional, respectfully demonstrating the success of this project in connecting with the right people and delivering a highly applicable and persuasive message. We classify this entry as being among the best communications materials in 2012.”

Chartwells Magazine Snapshot

Chartwells Magazine is a monthly, dynamic, fun-to-read, digital newsletter for and about Chartwells Higher Education’s associates and clients that is accessible by any smart device. According to Chartwells’ Communications Director, Kristine Andrews, “With design and production services from Kaleidoscopic Inc., we created a technologically modern electronic communication with an upscale look and feel that speaks to multiple audiences. It was designed to engage associates and share news with our clients as well as the public and media.”

The “newsletter” name was dropped and the term “magazine” was used because the digital publication truly has the look and feel of a glossy, vibrant magazine. High quality photos and other design aspects unique to magazine styles, content and layout are used to attract a wider audience. Page flipper software with audio capability resembling the swoosh sound of a page turning entertains viewers every time. To further engage readers and tech savvy individuals, an icon identification system denotes links to information such as video or audio messages. *Chartwells Magazine* was designed to be eco-friendly first and foremost, but is created in a high quality print format for promotional purposes by sales and marketing teams. Pages honoring associates or featuring campus dining operations are framed and shared with teams and clients.



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Messaging

Each monthly issue contains a candid message from Chartwells' President and CEO, Steve Sweeney, which addresses a range of topics relating to campus dining services and client partnerships. Messaging throughout the national publication focuses on content specific to Chartwells Higher Education's teams and clients. New innovations, campus dining trends, nutrition news, technology, sharing best culinary practices, and award announcements enlighten readers each month. Individual and team accomplishments are promoted in appreciation of their achievements for improving guest service and operations. Client news includes new dining facility openings or renovations and community support by dining services.

Chartwells' President and CEO, Steve Sweeney added, "*Chartwells Magazine* is the product of all the great associates and clients who contribute to its success. Our digital newsletter is a publication that represents the importance of every associate and partnership that supports our business. Chartwells is extremely proud to be recognized by the League of American Communications Professionals in the 2012 Magellan Awards Communications Campaign Competition."

LACP

The League of American Communications Professionals (LACP) is an organization dedicated to supporting, recognizing and advancing excellence in the practice of professional communications. It was established in 2001 in order to create a forum within the public relations industry that facilitates discussion of best-in-class practices within the profession while also recognizing those who demonstrate exemplary communications capabilities.

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About Chartwells Higher Education Dining Services

Chartwells is the recognized leader in foodservice management, hospitality and award winning YouFirst guest service within college and university dining environments throughout academic institutions across the United States. We take tremendous pride in our high standards and dedicated service culture while providing nutritious cuisine that satisfies unique appetites, lifestyles and dietary needs for every guest dining on campus.

Chartwells is committed to practices that honor ethical values, embrace diversity and inclusion, support the environment and value communities through demonstrated leadership, professionalism and new innovations.

Chartwells provides opportunities for personal growth and development while offering rewarding and promising careers in support of the clients, students and campus communities we serve.

For more information about Chartwells, visit our websites at www.EatLearnLive.com, www.DineonCampus.com and social media pages at www.Facebook.com/ChartwellsHigherEd, www.Twitter.com/ChartwellsHE and www.YouTube.com/ChartwellsHigherEd.

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