



## **CONSIDER A TRANNY AWARD FOR YOUR TRANSPORTATION CLIENTS**

*If you work for a Public Relations, Marketing or Advertising agency and are doing creative work for a Transportation client you should consider Tranny competition. The Tranny Awards are a yearly transportation industry awards program sponsored by the Transportation Marketing & Communications Association (TMCA). The Tranny awards program recognizes North American transportation companies who have recently developed creative marketing and communication programs in the following categories: Integrated Communications, Single Advertisements, Audio Visual, Advertising Campaigns, Direct Mail, Publications, Communications Collateral, Electronic Media, and Special Events.*

([PRWEB](#)) January 2, 2002 -- MINNEAPOLIS, January 2, 2002 – If you work at a PR, advertising, or communications firm and have a transportation-related client who is doing interesting and innovative campaign work, consider entering in the Tranny Awards is worth considering. Sponsored by the Transportation Marketing & Communications Association (TMCA), the Tranny awards program recognizes North American transportation companies who have recently developed creative marketing and communication programs.

The Tranny awards garner client recognition within the industry, showcase a company's best work and most effective solutions, benchmark work against industry peers, provide feedback given by the professionals judging the entry, and yield additional mentions within the transportation industry media outlets.

Tranny entry requirements are similar to other industry awards, so it can be easy to submit appropriate entries from other similar competitions. Please note that you and your client do not need to be a member of TMCA in order to submit a Tranny entry and you may enter projects in more than one category for award contention. Tranny entry categories include: Integrated Communications, Single Advertisements, Advertising Campaigns, Direct Mail, Publications, Communications Collateral, Electronic Media, Audio Visual and Special Events.

This year, TMCA and its predecessor organizations celebrate 50 years of competition. All winning entries will be displayed at the 2002 TMCA Annual Conference June 2 – 4, 2002 at the Omni Tucson National Golf Resort & Spa in Tucson, Arizona. Recipients will accept their awards at a special Tranny banquet on June 3, and will be recognized in the TMCA member publication. Past winners have represented many diverse industry segments, including trucking, rail, air and ship carriers, logistics companies, technology innovators, industry suppliers, and metropolitan transit authorities.

For additional information on the Tranny program and registration requirements, visit [www.TMCAtoday.org](http://www.TMCAtoday.org) or contact the TMCA Office directly at (952) 442-5638, ext. 4.

TMCA is the only association dedicated to exclusively serving marketing and communications professionals in all modes of the North American transportation industry. It brings value to the professional performance of all members, primarily through access to applicable knowledge and networking.



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**Online Web 2.0 Version**

You can read the online version of this press release [here](#).