

FOR IMMEDIATE RELEASE

Jackie McClure Named Communicator of the Year by IABC Detroit

Detroit, Mich., June 15, 2011 – The Detroit

Chapter of the International Association of Business Communicators (IABC Detroit) is pleased to announce that Jackie McClure, Director of Marketing Sales for Allegra Marketing Print Mail Headquarters in Plymouth, Michigan, will be honored as the



2011 Communicator of the Year at Chapter’s 30th Renaissance Awards Celebration, which will be held on Thursday, June 23, at the Renaissance Conference center in Detroit’s Renaissance Center.

Communicator of the Year is a distinguished honor awarded to a veteran communications professional who exemplifies excellence in professional achievement across several categories of evaluation, including professional achievement, leadership, advancing the profession, encouraging professionalism and integrity, and civic and/or charitable contribution of communications expertise.

“On behalf of IABC Detroit, I want to congratulate Jackie on earning the highest award our Chapter offers,” said Gary Spondike, president, IABC Detroit. “In addition to Jackie’s many years of exemplary service to her clients and the Detroit-area communications community, she has been very generous with her time, talents and resources in donating services to the Chapter over her 20 years of membership.”

A member of the Detroit area communications community for more than 35 years, McClure started her own integrated marketing and brand communications firm, JCI Design, in 1976. As president of JCI Design, McClure earned a solid reputation as one of the best integrated marketing and branding professionals in the metro-Detroit area. She is equally well-known for her generosity in offering pro bono work to a number of charities and civic organizations in her home town of Dearborn, Mich.

“Winning Communicator of the Year is a big honor for me,” said McClure. “It is a recognition, by my peers, of my professional achievements and charitable work in my profession. It doesn’t get any better than that.”

McClure will be honored as Communicator of the Year at IABC Detroit’s 30th Renaissance Awards, which will be held on Thursday, June 23, at the Renaissance Conference Center. The event will begin with a wine and hors d’oeuvres reception from 5:00 pm-6:30 pm, with the Awards Program following at 6:30 pm. Andy Hetzel, vice president, Corporate Communications, Blue Cross Blue Shield of Michigan, will deliver the welcome address.

IABC Detroit’s 30th Renaissance Awards are sponsored by Blue Cross Blue Shield of Michigan. Other program sponsors include: Allegra Marketing Print Mail Headquarters in Plymouth, Burke Video, Fred Ferris Associates Photography, J & M Reproduction, PR Newswire, and Skidmore Studios.

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