



# News Release

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## **Cumberland County Receives State Communications Award**

FAYETTEVILLE, NC – Cumberland County received a first place Excellence in Communications award from the North Carolina City & County Communicators (NC3C) on March 29. The county won in the Printed Publications-External Newsletters category for its *Cumberland Matters* newspaper column that appears weekly in The Fayetteville Observer's Saturday Extra.

The award was announced during a ceremony in Chapel Hill as part of the annual NC3C spring conference.

Judges for the awards were government communications professionals from California, Florida, Texas, Virginia, Colorado and Georgia. Each judge had previously won first or second-place in the national Savvy Awards, presented annually by the City-County Communications and Marketing Association.

The purpose of NC3C is to encourage professional development and networking among local governmental communications professionals. The organization was formed in 2007 by 27 professional communicators from across North Carolina. Since then, the organization has grown to more than 80 members. For more information about NC3C, visit [www.nc3c.com](http://www.nc3c.com).

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