

FOR IMMEDIATE RELEASE

O'Keefe Communications/American Association of Homes and Services for the Aging (AAHSA) Receive a Silver Award in the Association *TRENDS* All-Media Contest



Washington, D.C., January 4, 2011 – O'Keefe Communications/AAHSA are the proud recipients of a silver award in the *Social Media – Internal Use* category. The winning entry is a conference promotional video electronically distributed and posted on YouTube and AAHSA's website. The video, which received 700 hits on YouTube within two days, also earned kudos from industry press. James Berklan, of *McKnight's Long Term Care News*, wrote, "Known simply as the '2010 AAHSA Annual Meeting Movie Trailer,' it is 3 minutes 12 seconds of entertainment (and information, I must emphasize) that deserves a big round of applause. Willing to be more than a little different, AAHSA decided to advertise its annual conference and exhibition in a new way." The marketing vehicle was so effective that AAHSA was able to reduce overall promotional mailings for the conference.

The *TRENDS* All-Media Contest is an annual competition held exclusively for associations, recognizing the most creative and effective communication vehicles developed in the industry over the prior year. The 2010 competition included more than 470 entries in 27 categories of association communications.

O'Keefe Communications and AAHSA will be honored at the [32nd Annual Salute to Association Excellence](#), to be held February 16, 2011 at the Capital Hilton in Washington, D.C. The winning entry will be on display at the event, along with the other winners. As well as being honored at the Salute to Association Excellence, this year's All-Media Contest winners will be featured in the January issue of *TRENDS* and online. *Association TRENDS* is the national newspaper for association executives and suppliers, spotlighting the latest news, information and trends in association management for the professional staff of international, national, state, regional and local voluntary organizations.

See [Association TRENDS](#) for more industry analysis and news.

American Association of Homes and Services for the Aging (AAHSA)

AAHSA is an association of 5,500 not-for-profit organizations dedicated to expanding the world of possibilities for aging. The association advances policies, promotes practices and conducts research that supports, enables and empowers people to live fully as they age.

Additional information about the association can be found at: www.aahsa.org

O'Keefe Communications

O'Keefe Communications is one of the nation's leading providers of video, multimedia and event production services. For more than 32 years, O'Keefe has served the communications needs of non-profits, associations, corporations and the government and is the recipient of more than 100 prestigious awards for creative excellence. O'Keefe Communications is based in Washington, D.C. The company has consistently ranked in the Washington Business Journal's top ten media production companies for over a decade. O'Keefe Communications is also certified as a Women's Business Enterprise.

For more information on O'Keefe Communications, please call Catie O'Keefe at 202-363-2101 or visit www.okeefecom.com.

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