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Brooklyn's Polytechnic University Wins Two Prestigious International Marcom Awards for Excellence in Marketing Communications

New York City—March 3, 2008....Polytechnic University, New York's leading engineering, science and technology management university, won two Marcom Awards in the 2007 international awards competition that recognizes outstanding creative achievement by marketing and communications professionals. There were over 5,000 entries from throughout the U.S. and several foreign countries in the competition.

Polytechnic won the Gold Marcom Award for its "I Will" advertising campaign featuring students, which highlights their aspirations to change the world through innovative and inventive technology solutions. The University was awarded a Platinum Marcom Award for its "Great Careers" brochure, which showcases the exciting and rewarding careers Polytechnic students enter upon graduation.

"The Marcom Awards recognize Polytechnic University's commitment to invention and innovation in our academic, research and marketing initiatives," said President Jerry M. Hultin. "The awards reflect the standard of excellence that is a hallmark of our university."

The "I Will" advertising campaign and "Great Careers" brochure were developed and produced by L. F. O'Connell Associates, based in Islip, NY. The "I Will" images were captured by internationally-acclaimed photographer Horst Hamann, author of *New York Vertical* and *Paris Vertical*.

The Marcom Awards is administered and judged by the Association of Marketing and Communication Professionals. Winners were selected from over 200 categories in seven forms of media and communication efforts – marketing, publications, marketing/promotion, public service, pro bono, creativity and electronic/interactive.

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About Polytechnic University

Polytechnic University, one of the nation's oldest private engineering and technology universities, was founded in 1854 in Brooklyn, New York. Today, it is the New York metropolitan area's preeminent resource in engineering, applied science and technology management education and research. In addition to its main campus at MetroTech Center in Brooklyn, Polytechnic offers programs at sites throughout the region, including Manhattan, Long Island and Westchester. Additionally, the University offers several programs in Israel.

To learn more about The Power of PolyThinking, visit www.poly.edu.