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Contact:  
Linda White  
Printing Industry of MN, Inc.  
651-789-5502  
[lwhite@pimn.org](mailto:lwhite@pimn.org)

Contact information - who at your company can talk to the news outlet if they need more info?

May 1, 2008

FOR IMMEDIATE RELEASE

A SHORT, attention-grabbing headline

**PRINTING INDUSTRY HONORS ITS BEST**

Your city, of course

St. Paul, MN – The Printing Industry of Minnesota held its annual banquet and premier awards ceremony, the Star of Excellence Awards Banquet, on April 17, 2008 at the Earle Brown Center. Among the top awards were one for leadership and one for printing excellence.

The Graphic Arts Industry Leader of the Year was awarded this year to Gary Garner, CEO of GLS Companies in Brooklyn Park. The past recipients select each new member of this elite list annually. The award has been given by PIM since 1972. Gary was chosen for his leadership in serving as the PIM Board Chair, support of PIM through donation of print services and participation in PIM events, and his support of the graphic arts industry through his activities in post-secondary education and representing industry interests to state and national government bodies. This award is presented to an outstanding individual who is truly an ambassador of print, and Gary certainly exemplifies that.

Information about the certification

The evening was rounded out with the announcement of the Star of Excellence Best of Show. This year's winner, chosen by a panel of qualified judges, was *Larson 2008 Sport Cruiser Catalog* by The John Roberts Company. A beautiful piece of work that was praised by the judges for its tonality and contrast, along with color depth and fine printing execution, this piece is something to be proud of. This year, for the first time ever, there was also an Honorable Mention. The judges felt that the piece called *Greenhouse* by Diversified Graphics, Inc., was worthy of special mention.

Information about your company

PIM enjoys recognizing its members for their hard work, and the evening was a great success. PIM sponsors several member events throughout the year, including a Golf Outing and a Print Showcase trade show. For more information about PIM and its members, please visit [www.pimn.org](http://www.pimn.org).

Last paragraph leads them somewhere else for more information.

Nothing fancy here, no fancy fonts, no cute puns. Just clear, to-the-point facts that follow journalistic rules for answering the questions Who, What, Where, When. And most important, Why - as in, Why should the news outlet or the public care?