



## **News Release**

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## **M/C/C Recognized for Outstanding Support of Arts and Culture in North Texas**

*Dallas-based agency receives award for work with Big Thought*

**Dallas, Texas – Oct. 24, 2006** – M/C/C was recently awarded The Obelisk Arts Partnership Award for its work with Big Thought. The Obelisk Awards celebrate leading business supporters of arts and culture and honor their accomplishments, past and present. The award demonstrates the commitment and leadership that M/C/C and Big Thought have put forth over the past three years to further the support for arts and culture throughout the North Texas region and to enhance the education of children. The award was presented to M/C/C on Friday, Oct. 13, at the Belo Mansion in Dallas, Texas.

“In the company of so many outstanding contributors to our community, all I can think is that I’m just glad to be invited,” said Mike Crawford, M/C/C President. “We all share the belief that a community working together can lift children up and better their lives using arts and culture – and that imagination and creativity can shape a better world for all of us.”

In 2002, M/C/C began working with Young Audiences in an effort to help develop a new brand name for the group’s North Texas region. That work led to the re-creation of Young Audiences as Big Thought. Along with a new brand name and logo, M/C/C provided Big Thought with strategic marketing guidance and materials to launch its new

brand. Today, M/C/C proudly continues to provide support and assistance to help Big Thought achieve its marketing and development goals.

With M/C/C's assistance, Big Thought was able to take its position within the North Texas community a step forward. As Young Audiences, it was difficult to explain the overarching initiatives versus the actual Young Audiences programs. Now, Big Thought's mission of inspiring, empowering and uniting children and communities through education, arts and culture is clear to everyone. Utilizing M/C/C marketing techniques and innovations, the company can more easily attract interest, understanding and funding for their initiatives.

"M/C/C truly understands our mission and our situation," said Giselle Antoni, executive director of Big Thought. "Our organization is driven by authentic partnerships and we value the commitment M/C/C has made to Big Thought and North Texas."

The Obelisk awards are sponsored by the North Texas Business for Culture and the Arts. The nonprofit organization founded the awards in 1988 to leverage corporate support of the arts through information and events. While the awards are available to any company based in the United States or abroad that has contributed to the arts and culture of the North Texas region, only eight are selected. The award is selected by an independent panel of judges from various backgrounds and areas.

### **About M/C/C**

Dallas-based M/C/C is a public relations firm and advertising agency exclusively serving the technology industry. M/C/C offers marketing, advertising, public relations, cyberactive services and research for customers ranging from growing start-ups to some of the world's largest technology companies. Several of M/C/C's clients are leaders in the technology industry, including Alienware, CapRock Communications, L-3 Communications Infrared Products, NextiraOne (now Black Box Network Services) and SYSTIMAX Solutions. M/C/C's Website can be accessed at [www.mccom.com](http://www.mccom.com).

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