ERF WINS HERMES GOLD AWARD

HERMES

CREATIVE AWARDS

May 25, 2018

Melissa Harris
Employees' Retirement Fund of the City of Dallas
1920 McKinney Ave
Dallas, TX 75201

Dear Hermes Creative Awards Entrant:

Congratulations, based on the evaluation of our judges, you are an award recipient in the 2018 Hermes Creative Awards competition.

Hermes Creative Awards is an international competition for creative professionals involved in the concept, writing and design of traditional and emerging media. Hermes Creative Awards recognizes outstanding work in the industry while promoting the philanthropic nature of marketing and communication professionals.

Hermes Creative Awards is administered by the Association of Marketing and Communication Professionals (www.amcpros.com). The international organization consists of several thousand marketing, communication, advertising, public relations, digital media production and free-lance professionals. AMCP oversees awards and recognition programs, provides judges and awards outstanding achievement and service to the profession.

As part of its mission, AMCP fosters and supports the efforts of creative professionals who contribute their unique talents to public service and charitable organizations. Hermes entrants are not charged to enter work they produced pro bono. Over the past few years, AMCP's Advisory Board has given out over $250,000 in grants to support philanthropic endeavors.

Judges are industry professionals who look for companies and individuals whose talent exceeds a high standard of excellence and whose work serves as a benchmark for the industry. There were about 6,500 entries from throughout the United States and 21 other countries in the Hermes Creative Awards 2018 competition. About 17 percent of entries won Platinum, the top award and around 22 percent the Gold Award. Approximately 10 percent were Honorable Mention winners.

Being a Platinum or Gold Winner is a tremendous achievement that is symbolized by the intricately detailed Hermes Platinum and Gold awards. The name Hermes (Greek messenger) and the idea for the award were chosen to represent our roles as the messengers and creators of

marketing and communication materials and programs. Photos of the award can be found on our website at *store.hermesawards.com/product/graphic-downloads.*

Awards and a free certificate for each winning entry can be ordered online at *store.hermesawards.com*. Downloadable graphics, a news release and general information can also be found in the store.

Platinum and Gold Winners are listed on our website at *www.hermesawards.com*. The winner database can be searched to find winners in specific areas or categories.

Again, congratulations on your achievement. We look forward to hearing from you soon.

Hermes

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www.hermesawards.com

HERMES

CREATIVE AWARDS

2018 Award Notification

May 25, 2018
Melissa Harris
Employees' Retirement Fund of the City of Dallas

Based on the evaluation of Association of Marketing and Communication Professionals' judges, your entry(ies) merit(s) the following award(s).

Title of Entry	Category	Award
2016 Employees' Retirement Fund Annual Report	Print Media/Publications/Annual Report	Gold

Entries receiving scores of 90-100 are Platinum Winners. Scores of 80-89 are Gold Winners and 70-79 are Honorable Mention Winners. There may be no winners or multiple winners in a category.

AMCP is the industry's preeminent third-party evaluator of creative work. The organization has judged over 200,000 entries since its formation in 1994.