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The Education Market Association Announces the Reception of Two Awards of Distinction for its Publication *Essentials Magazine*

Gaithersburg, MD – The Education Market Association (EDmarket) announces the reception of two creative media awards for its online publication, *Essentials Magazine*, for excellence in design and content presentation. These esteemed annual awards acknowledge and reward the exceptional work of web-based design and production by EDmarket and LTD Creative in the face of an ever-increasing competitive market of the digital domain. The team earned not one, but two awards this past year: the Annual Communicator Award for Digital Excellence and SIIA's EXCEL Award.

The *Essentials Magazine* microsite was developed in the Fall of 2019 to facilitate user-friendly mobile access, while increasing the reach to the educational facilities marketplace. "Essentials is essential!" says Mark Hubbard, President of Paragon Furniture. "The [*Essentials*] website always has such fantastic content, I love checking out what's new," says Lauren Magee, Director of Architecture and Environmental Design at Guidecraft.

EDmarket is honored to be a winner of the **27th Annual Communicator Awards**, sponsored by the Academy of Interactive and Visual Arts from over 6,000 global entries, the largest and most competitive awards program honoring creative excellence for communications professionals recognizing the best digital, mobile, audio, video, and social content in the industry.

Essentials was selected as the recipient of the **SIIA's EXCEL Award** for best magazine website design, the largest and most prestigious program recognizing excellence and leadership in association media, publishing, marketing and communication. From digital publishing to magazines, newsletters, newspapers, journals, books, and promotional content, the EXCEL Awards program encompass every association communication vehicle.

Both awards are given solely on merit and are awarded to commend those most deserving for their ingenuity and hard work, distinguishing them from their competitors and proving them worthy of recognition.

About the Education Market Association (EDmarket)

Founded in 1916, EDmarket believes in the potential a multi-dimensional team holds to transform student outcomes. EDmarket fosters this community of people who support and supply the education channel thorough work with future-focused multidisciplinary approaches. EDmarket's mission as a nonprofit trade organization promotes efforts within the education channel to accelerate solving tough challenges and inspiring innovation. EDmarket represents, connects, and serves the education market by providing events, opportunities, resources and leadership to those serving education.

About LTD Creative, LLC

As an innovative, award-winning web and graphic design firm specializing in associations, LTD Creative develops targeted marketing materials, build connections, inform, and inspire.

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