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For immediate release

**WARD CREATIVE COMMUNICATIONS ENDOWS SCHOLARSHIP
TO THE UNIVERSITY OF TEXAS COLLEGE OF COMMUNICATION,
COMMEMORATES 20TH ANNIVERSARY**

HOUSTON (November 22, 2010) – Ward Creative Communications, Inc., celebrated its 20th year in business as one of Houston’s leading independent marketing public relations agencies by endowing a scholarship to the College of Communication at The University of Texas at Austin. The scholarship will provide financial aid in perpetuity for students majoring in public relations and communications there.

Ward Creative Communications founder Deborah Ward Buks attended The University of Texas at Austin on scholarships, grants and work-study financial aid, graduating from the College of Communication in December 1982 with a Bachelor of Journalism degree with a specialization in Public Relations.

“The University’s brand message declares ‘What Starts Here Changes the World,’ Ward explained. “Certainly, what started there for me, changed my life. The generosity and foresight of strangers who funded my education in one of the most respected communications schools in the world made it possible for me to build a thriving business, employ talented people and do the work my team and I love to do – for clients we respect.”

Ward continued, “Business is all about creating opportunity and building relationships. I’m especially grateful for so many wonderful clients and employees and the opportunities to learn, achieve and contribute with them since the firm started in 1990.

“The significant investment being made today in the College of Communication’s under-construction Belo Center for New Media, faculty and programming underscores the importance of talented public relations professionals to the business community in an era driven by digital communication. This scholarship will help make it possible for young talent to seize the many opportunities available in our field today.”

The scholarship was officially awarded to representatives from The University of Texas at Austin during Ward Creative Communication’s 20th anniversary celebration held in Houston on November 18, 2010. Jessica Burford, Assistant Director of Development, accepted the award on behalf of the College of Communication. The University of Texas at Austin will administer and award the monies available through this endowment based on a student’s financial need and merit, which includes an essay to demonstrate writing ability.

“We are proud to be able to work with such shining examples of alumnae to make a major gift to the College of Communication that’s not only meaningful to our students but fulfilling for the donor as well,” Burford said. “The review committee especially liked the essay question in the Ward Creative Communications scholarship application.” The essay question reads:

Authenticity is a prerequisite to effective communication.

Communications professionals often are perceived as spin-doctors – the antithesis of authentic communication. Give examples from recent or significant news when authenticity was clearly missing. How did the event unfold? What could have been different if communication had been more authentic between the parties involved and media? How would authenticity improve the world?

About Ward Creative Communications

Founded in 1990, Ward Creative Communications is a full-service marketing public relations agency serving both consumer and business-to-business clients. Based in Houston, Texas, the award-winning firm has experienced steady growth and gained a reputation for producing excellent results with a strong commitment to client service. Learn more at www.wardcc.com.

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