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Houston Communications Firm Ward FOURtunate at 2014 BMA Lantern Awards

Firm honored with three Lantern Awards and one Award of Excellence

HOUSTON (Nov. 20, 2014) – Ward, a top ten Houston-based communications firm, won four Business Marketing Association (BMA) awards at the association’s annual Lantern Awards of Texas gala on Nov. 19, 2014 at the Royal Sonesta Hotel. The BMA Lantern Awards recognize top-quality creative and strategic business-to-business communications and celebrate marketing excellence.

Two Lantern Awards for Total Campaign and Website and one Award of Excellence for Social Media were bestowed upon Ward for the firm’s successful 2014 brand refresh.

“Finally, the cobbler’s children got shoes,” said Ward President Deborah Ward Buks. “Over the 24 years we’ve been in business, we’ve built a reputation for helping clients cause business results through strategic communication, but we were so busy creating and winning awards for client brands, we hadn’t addressed our own. Now the brand authentically reflects who Ward is, what we believe and what brings us joy.”

The award-winning brand and marketing, including the website and social media, reinforce the firm’s brand message to business leaders:

“Everything you achieve in business – from innovation and process improvements, to market share gains, safety goals, financial performance and more – occurs through conversations that lead to those results.”

A third Lantern Award was also presented to Ward for Total PR Program celebrating exceptional communications results caused for EPL Oil & Gas, an oil and gas exploration and production company acquired in June 2014 by Energy XXI.

“Credit for achievement awards equally belong to the clients who value the impact of communications on their business results,” said Vice President and Energy Practice Lead Molly LeCronier. “We are privileged to have worked with EPL and to have been the recipient of their trust and partnership.”

About Ward

A Houston-based communications firm and partner of the international Worldcom Public Relations Group, Ward causes communication, both internal and external, that causes intended results through media relations, community relations, crisis communications, employee relations, social networking, marketing communications and more. The award-winning firm serves business-to-business and consumer clients. Founded in 1990, the firm has experienced steady growth and gained a reputation for producing award-winning results with a strong commitment to client service. Visit www.WardCC.com for more information.

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About Worldcom Public Relations Group

Worldcom Public Relations Group is the world's leading partnership of independently owned public relations firms, with 140 offices employing 1,900 staff in 111 markets across six continents. In total, Worldcom partners reported combined revenue of US \$343 million last year from 3,286 clients, with some 80 Worldcom partner firms sharing business referrals across 90 clients. Established in 1988, the group was formed so that the strongest, most capable independent firms could deliver immediate impact and sustained value through the intelligent use of communications – wherever in the world a client needs support. Partners serve national, international and multinational clients, while retaining the flexibility and client-service focus inherent in independent agencies. Through Worldcom, clients have on-demand access to in-depth communications expertise from professionals who understand the language, culture and customs of the geographic areas in which they operate. www.worldcomgroup.com

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