

**PRESS RELEASE****SIX OF THE BEST FOR WORLD GOLD COUNCIL WEBSITES**

**20 November 2006:** The World Gold Council has received six awards for excellence in the League of American Communications Professionals' 2006 Spotlight Awards Print, Video & Web Communications Competition. The contest drew more than 900 entries from around the world with participants including high profile organisations such as Kodak, Ernst & Young and MasterCard Worldwide.

World Gold Council won the following awards:

Gold Bulletin – Gold award <http://www.lacp.com/2006spotlight/5262.HTM>

Judges comments included: 'I think anyone in the target audience will find this piece to be of very high relevance to them and their position.'

Utilise Gold - Gold award <http://www.lacp.com/2006spotlight/5263.HTM>

Judges comments included: 'Really provides a valuable resource to the target audience.'

Gold Org - category 'website' - Silver award <http://www.lacp.com/2006spotlight/5259.HTM>

Judges comments included: 'Messaging is crystal clear. The target audience shouldn't have any problem digesting the key points'

Gold Inspirations - category 'online magazine' - Silver award <http://www.lacp.com/2006spotlight/5261.HTM>

Judges comments included: 'Great creativity in developing this piece. Really contributes to its relevance'

Speak Gold - category 'website' - Silver award <http://www.lacp.com/2006spotlight/5258.HTM>

Judges comments included: 'Quite elegant. Definitely communicates class'

Gold Expressions - category 'website' - Bronze award <http://www.lacp.com/2006spotlight/5260.HTM>

Judges comments included: 'Great relevance - it's clear that this message is tailored to its audience'

James Burton, CEO of the World Gold Council, commented:

"These well-deserved awards reflect the dedication of our team here at WGC and the highly focused and relevant nature of our communications. We are proud to hold a leadership position in terms of interest in our web sites and we look forward to serving the interests of our membership in the same targeted way over the next 12 months."

ENDS

For further Information,

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Notes to Editors:

## **World Gold Council**

The World Gold Council (WGC), a commercially-driven marketing organisation, is funded by the world's leading gold mining companies. A global advocate for gold, the WGC aims to promote the demand for gold in all its forms through marketing activities in major international markets. For further information visit [www.gold.org](http://www.gold.org).