



NEWS RELEASE

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ICO NEWSLETTER RECEIVES 2009 SIERRA CLUB COMMUNICATIONS AWARD

SAN FRANCISCO, Calif. – The Inner City Outings newsletter has been selected to receive the Sierra Club’s 2009 Communications Award in San Francisco at the Club’s annual dinner on September 26, 2009. This award honors the best use of communications by a Sierra Club entity to further the Club’s mission.

In January 2007, the Inner City Outings (ICO) national newsletter changed from being a staff-produced publication to a volunteer-produced one. According to ICO National Chair Deborah Rudy, “The newsletter deserves this award because it is a well-written, informative, colorful and exciting piece. A supportive audience of ICO leaders, participants, staff and volunteers submit news, photographs and articles and it is only through their efforts and submissions that this newsletter has become what it is today.” The newsletter hosts many colorful, interesting photographs, new columns, rotating articles on procedures and policy, group news and acknowledgment of ICO’s dedicated leaders and participants through “Spotlights.”

ICO National Newsletter has sought to inform leaders, encourage volunteers, inspire readers, and shine a beacon of light on those who serve Sierra Club. In articles such as the Spotlight on Matt Nelson (Fall 2007) who leads Russian and Turkish refugees; the poem by one of the children on his trips (Spring 2007); the Spotlight on a female participant who went from ICO to the U.S. Army (summer 2008); and the LA ICO’s service project (Summer 2008). Each of these articles serves to reach out to the readers, to make them interested, encouraged and informed about Inner City Outings.

Whether it’s an article on safe sledding tips or ways to ensure a risk-free kayak outing, or an emphasis on recruiting new leaders, the ICO National Newsletter delivers the goods with a professional, yet very heartwarming style!

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