



PRESS RELEASE

European Association of Communication Directors

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European Central Bank wins European Communication Award

The European Central Bank is the winner of this year's European Communication Award. The European Communication Award is presented by the European Association of Communication Directors and honours professionals who excelled in communicating the idea of European integration.

The European Central Bank has created a new standard for effective pan-European communication, generally speaking and particularly so in times of crisis. It has managed to effectively provide reassurance to millions of citizens in the 15 countries of the Eurozone and beyond, upholding faith in the Euro and maintaining confidence on the financial markets. Furthermore, the ECB has successfully faced many communications challenges since the Euro's inception ten years ago. Through their effective communication of the single monetary policy, they have helped weld together the countries of the Eurozone, which was thought by sceptics to be an impossible task. New member States have been integrated without losing the faith of the older ones. In presenting the Communication Award to the European Central Bank, the EACD wishes to acknowledge its outstanding achievements in reaching out to politicians, businesses and citizens with equal levels of success.

The award was presented to the ECB's Director of Communications, Elisabeth Ardaillon-Poirier, in a ceremony at the European Communication Summit at Concert Noble in Brussels.

The EACD has awarded the prize this year for the second time. Last year's winner was UEFA, under the presidency of Michael Platini, and with William Gaillard as his Senior Advisor.

For more information please see www.communication-summit.eu and www.eacd-online.eu.

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