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**International Gallery**

# Press Release

## 37th International Gallery celebrates:

### Print as the launch pad 4 media rich experience; effective / engaging / immersive communication!

**Minneapolis, MN USA, October 10, 2011.** The 37th International Gallery of Excellence presented an encyclopedic array of explosively creative entries from around the globe to its International jurors October 8 & 9, 2011 at Minneapolis, Minnesota USA. The competition is produced annually by the IAPHC, The Graphic Professionals Resource Network in support of the IAPHC's mission-mandate to Educate, Promote, Inform and Connect (EPIC) its thousands of individual members and the global graphic community.

In 2011, entries originating in **Australia, Britain, China, Egypt, Hong Kong, Korea, India, Italy, Malaysia, Mexico, New Zealand, Poland, Russia, Singapore and South Africa** joined hundreds of other entrants from around **North America** in competing for awards honoring excellence in the arts and sciences of graphic expression. The client partnership creates the opportunity to produce a piece of *Internationally* acclaimed graphic artistry. ***Thus most winners seek to further leverage the impact of their award(s) by presenting their clients with prestigious duplicate award presentation plaques as tangible reminders in the client's workspace of the award winning partnership of client and graphic professional.***

International judges trained their expert eyes on these entries which had to pass several grueling rounds of scrutiny to be deemed award worthy. The International Gallery has solidified its premier position as a world-renowned graphic arts event. IAPHC CEO Kevin Keane commented: "Print is not a marketing after-thought, it is, using exciting new technologies, the essential first step in launching a customer experience. Print was the original mass communication technology, and it has new power in engaging with consumers and businesses."

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