



McGrawWentworth

Benefit Stewardship Through Knowledge and Know-How

3331 W. Big Beaver Rd. • Suite 200 • Troy, Michigan 48084 • 248.822.8000 • 248.822.4131 fax • www.mcgrawwentworth.com

NEWS RELEASE

ATTENTION: BUSINESS EDITOR

**For immediate release
June 26, 2012**

Contact: Ryan Bowers
(248) 822-6231
rbowers@mcgrawwentworth.com

Designed by McGrawWentworth, Award-Winning Employee Benefit Guide Features Artwork of College for Creative Studies Students

Troy, MI – June 26, 2012 – McGrawWentworth, an employee group benefits firm in Troy, Mich., recently earned a 2012 Renaissance Award of Merit from the Detroit Chapter of the International Association of Business Communicators (IABC). This is the third consecutive year in which the firm has earned a Renaissance Award which honors excellence in business communications designed to promote an organization's image, marketing or specific initiatives.

McGrawWentworth collaborated with its client, the College for Creative Studies (CCS), to develop the College's 2012 Employee Benefits Guide. The Guide earned a Renaissance Award of Merit, or second place, in the category of Communications Creative: Special Publications. To earn this recognition, the publication's overall design and visual elements must perform communicative functions, demonstrate creativity, and align with an organization's business goals.

Incorporated throughout the comprehensive 32-page guide, CCS students' artwork provides a visual framework for key messages including a brief summary of the economic and regulatory factors driving health care costs, a recap of health plan changes, and the benefit options available to employees. The students' artwork is representative of the College for Creative Studies' unique brand and reinforces the message that the benefits plan is designed to suit their employees' unique needs.

“We take a different approach to group benefit communications, working with each of our clients to craft strategic and engaging materials tailored to their unique needs,” commented William D. Wentworth, principal, McGraw Wentworth. “We value our partnership with the College for Creative Studies and look forward to collaborating on more employee communications that are both effective as well as eye-catching.”

###

About McGraw Wentworth:

Based in Troy, Mich., McGraw Wentworth (www.mcgrawwentworth.com) is the state’s largest group benefit consulting and brokerage firm and serves mid-sized organizations headquartered in Michigan. The award-winning firm counsels clients on how to structure their group benefit programs and provides strategic planning, utilization review, benefit design, employee communications, compliance assistance and related services. Follow McGraw Wentworth on [twitter](#), [LinkedIn](#) and [Facebook](#).

About College for Creative Studies

The College for Creative Studies (www.collegeforcreativestudies.edu), one of the nation's leading art and design education institutions, provides a dynamic learning environment where students explore issues of art and design, while preparing for careers in the professional world. In addition, the College offers non-credit courses in the visual arts through Continuing Education programs and provides opportunities for youth through Community Arts Partnerships.

About IABC/Detroit

IABC Detroit (detroit.iabc.com) is one of the largest chapters within the International Association of Business Communicators (IABC). IABC is a global network of more than 15,000 communications professionals and the only multidisciplinary professional association dedicated to both internal and external communications.