

For Immediate Release
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LASERS Recipient of Seven Hermes Awards

Baton Rouge-- The Louisiana State Employees' Retirement System (LASERS) Public Information Division is an award recipient in the Hermes Creative Awards 2013 competition. LASERS submitted seven entries in the competition and was awarded for each. Hermes Creative Awards is an international competition for creative professionals involved in the concept, writing, and design of traditional and emerging media.

LASERS won a platinum award for its design of a new employee intranet and four gold awards in the categories of photography, government website, publications, and e-newsletter. LASERS received two honorable mentions in the categories of email communication and government video. There were approximately 5,600 entries from throughout the United States and several other countries in the 2013 competition.

"We are proud of LASERS outstanding achievement in the Hermes competition this year," said LASERS Executive Director Cindy Rougeou. "This recognition confirms that we are meeting our goal of providing exceptional customer service to LASERS members through our communications efforts."

Hermes Creative Awards is administered by the Association of Marketing and Communication Professionals and consists of several thousand marketing, communication, advertising, public relations, digital media production, and free-lance professionals. Judges are industry professionals who look for companies and individuals whose talents exceed a high standard of excellence and whose work serves as a benchmark for the industry.

For more information, please contact LASERS Public Information Director Tonja Normand at 225.922.1131 or tnormand@lasersonline.org.

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