

Media Contact:

Jamie Frumusa
Tipping Point Public Relations
585-683-5439
jamie@tippingpointmedia.com



Ad Council of Rochester Celebrates Local Change Agents with Annual Awards

Greater Rochester Health Foundation, Leslie Zornow, Daniel Meyers, Dr. Richard Constantino, Megan Grumley, Paychex, and Partners and Napier to be Honored

Rochester, N.Y., October 21, 2013 – The Annual Celebration of Ad Council of Rochester will take place on October 21, 2013, at the Rochester Riverside Convention Center from 8:30 a.m. to 10:15 a.m. The event will honor local volunteers, donors, businesses, and collaborators that have devoted their time and creative talents to do good and change lives over the past year. More than 450 top marketing, business, and nonprofit professionals are expected to attend the celebration this year, with ticket sales and sponsorships supporting the Ad Council’s mission of making positive change happen in the Rochester community.

WHEN: Monday, October 21, 2013
8:30 a.m. – 10:15 a.m.

WHERE: Rochester Riverside Convention Center
123 East Main Street
Rochester, NY 14604

Again this year, the Ad Council will recognize several areas of contribution to the Rochester community in the following categories:

W. B. Potter Founder’s Award: [The Greater Rochester Health Foundation’s Childhood Healthy Weight Initiative](#)

Recognizes a volunteer team — including individuals and organizations — that have succeeded in bringing to life a results-oriented, collaborative initiative that fills a community need; and, in so doing supports the Ad Council’s vision and mission while serving as a role model for other partnerships. This year’s award is presented to the Greater Rochester Health Foundation for the Childhood Healthy Weight Initiative which is in its sixth year of a ten year program to decrease the childhood obesity rate – currently at 40% in the city of Rochester. The initiative’s success to-date is due to the collaborative effort of hundreds of healthcare organizations, non-profits, local area businesses, and individuals are working together to bring positive change to the community.

Lantern Award: [Leslie Zornow, ESL Federal Credit Union](#)

This year marks the 35th Anniversary of the Lantern Award, making it the longest-standing Ad Council of Rochester award. This award is presented to committed volunteers who have served the Ad Council for many years. This year’s award is presented to Leslie Zornow, a true community leader offering an outstanding record of achievement in the creation and execution of strategic initiatives that consistently drive organizational objectives in both the non-profit and for-profit arenas. Besides her numerous volunteer and leadership positions for Rochester nonprofits, she was the Chairperson of the Board for the Ad Council for four years.

Legacy Award: [Daniel Meyers, Al Sigl Community of Agencies](#)

This award was created as part of the Ad Council’s 50th anniversary celebration to recognize former Lantern Award winners who have continued to demonstrate extraordinary commitment to the organization and has only been awarded to nine others. Dan Meyers (Lantern Award Winner in 2001) is President of Al Sigl

Community of Agencies where he has spent his last twenty-six years growing resources for a unique collaborative community network of independent human service agencies. He has worked passionately with this network to take the “dis” out of disabilities and build inclusion for thousands of people and families in and around Rochester. He has supported the Ad Council through personal financial donations, supporting staff to serve on the Ad Council board, providing resources and connections, and providing advice and expertise.

Chairman’s Award: Dr. Richard Constantino, Rochester General Hospital

This award is presented to an individual or business that has performed remarkable acts to support the Ad Council. Dr. Richard Constantino, past president of Rochester General Hospital and a prominent physician in the community, was one of the first people in Rochester to take active steps against Distracted Driving. He founded a group called Doctor’s Against Distracted Driving in 2011 and partnered with the Ad Council of Rochester on the development of a community-wide strategy and campaign. He has provided endless hours and resources to the Ad Council in developing the Distracted Driving campaign: Yeah, You’re That Distracting (<http://urthatdistracting.org/>)

Spark Award: Megan Grumley, Brand Cool

This award, brand new this year, was created to recognize an individual under the age of 40 who has used their role as an Ad Council volunteer to serve as a catalyst for positive change, setting an example for others to follow. Megan Grumley has been a longtime volunteer and ambassador for the Ad Council, and currently serves on the board for the Rochester Advertising Federation. She has contributed hundreds of hours of pro-bono work on a number of Ad Council Community Impact Campaigns including Deaf Wellness and Lead Poisoning Prevention and more recently, Distracted Driving and Organ Donation.

Beacon Awards: Paychex; Partners and Napier

This award recognizes businesses/corporations that have provided long standing and significant financial and volunteer support to the Ad Council.

Paychex and Partners and Napier have both been supporters of the Ad Council including; annual financial support, providing employee support to serve on the board, active volunteer participation of its staff, contributing strategy, and committing resources and connections to the Ad Council’s various Community Impact Campaigns and events over the years.

Partners and Napier recently served as the lead creative agency for the Women’s Health Partnership and has recently signed on to provide creative and strategy services to the Ad Council’s newest community-wide effort focused on Student Attendance Improvement in Rochester’s city schools. Additionally, Partners and Napier provided pro bono creative services for many of the Ad Council’s annual celebrations over the past few years.

Event sponsors include Jay Advertising, Roberts Wesleyan College- Graduate Business, Catalyst, Democrat and Chronicle Media Group, Rochester Business Journal, Paychex, Partners and Napier and Finger Lakes Donor Recovery Network.

About the Ad Council of Rochester

The Ad Council of Rochester makes our community stronger by bringing voice to diverse public issues and needs. The Ad Council is a nonprofit collaborative of local businesses and volunteers that works on changing behaviors through a wide range of marketing, communications and strategic planning programs for the nonprofit community. The only organization of its kind in the United States, the Ad Council of Rochester was founded in 1950 and serves hundreds of local nonprofits each year. Learn more at www.adcouncilroch.org.

###