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**MOSQUITO CONTROL'S MARKETING COMMUNICATIONS AND PUBLIC RELATIONS
PROGRAM RECEIVES INTERNATIONAL RECOGNITION**

---Sacramento-Yolo Mosquito and Vector Control District Receives 4 Awards

ELK GROVE, Calif., November 30, 2006 - The MarCom Creative Awards recently bestowed four prestigious awards upon the Sacramento-Yolo Mosquito and Vector Control District's Public Outreach Program. MarCom Creative Awards is an annual international competition that recognizes outstanding achievements by marketing and communication professionals from around the world. This year, over 5,000 entries were submitted to the competition. Winners were selected from 200 categories in seven forms of media and communication efforts which included marketing, publications, marketing/promotion, public service/pro bono, creativity and electronic/interactive. Nearly 15 percent of the entries received the Platinum Award, the organizations top honor, and approximately 16 percent received gold awards.

The District received one platinum award, two gold and an honorable mention. "This year the District successfully launched an aggressive integrated marketing communications plan (IMC) which incorporated a unique blend of creative advertising, public relations, media relations, direct marketing, e-marketing and community outreach. This specialized approach provided clear, concise and consistent messages for the public in the most cost-effective manner for the District. The District's goal was to engage the public, inspire behavioral change, fulfill the District's mission statement, exceed consumer expectations, and raise overall brand equity." David Brown, District Manager said. "We are extremely honored and pleased that our program received this recognition."

7Ds: **DRAIN** any standing water that may produce mosquitoes. **DAWN** and **DUSK** are times to avoid being outdoors. These are the times when mosquitoes are most active. **DRESS** appropriately by wearing long sleeves and pants when outside. **DEFEND** yourself against mosquitoes by using an effective insect repellent, such as DEET, Picaridin or Oil of Lemon Eucalyptus. Make sure you follow label directions! **DOOR** and window screens should be in good working condition. This will prevent mosquitoes from entering your home. **DISTRICT** personnel are also available to address any mosquito problem you may be experiencing by calling 1-800-429-1022 or visiting us online at FIGHTtheBITE.net.

West Nile virus

According to the Centers for Disease Control and Prevention (CDC), West Nile virus (WNV) is the leading cause of arboviral encephalitis in the United States. Originally discovered in Africa in 1937, WNV was first detected in the western hemisphere in 1999 in New York City. Since then it has caused seasonal epidemics of West Nile virus fever and severe neurological disease. West Nile virus is transmitted to humans and animals through the bite of an infected mosquito. Mosquitoes become infected with WNV when they feed on infected birds.

To report a dead bird call 1-877-WNV-BIRD (1-877-968-2473) or visit the California Department of Health Services online at westnile.ca.gov

The **Sacramento-Yolo Mosquito and Vector Control District** provides mosquito and vector control services for Sacramento and Yolo Counties.

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