

## **Press Release**

Shortt McCracken Stratton  
18-7<sup>th</sup> St.  
Park Avenue Center  
Suite 305  
Norton, VA 24273  
540.679.6104  
Fax: 540. 679. 6105  
E-mail – [smsadv@naxs.net](mailto:smsadv@naxs.net)

### **FOR IMMEDIATE RELEASE**

#### **NORTON BASED MARKETING AND PUBLIC RELATIONS FIRM RECEIVES AMERICAN CANCER SOCIETY’S HIGHEST VOLUNTEER AWARD**

**NORTON, VA** – Shortt McCracken Stratton recently received the *Excalibur* Award from the American Cancer Society. The award, which was presented to the firm during an award’s ceremony in Blacksburg, VA, honored their work on a local campaign for Russell County’s first ever Relay for Life.

For one year Shortt McCracken Stratton (SMS) worked closely with representatives of the American Cancer Society (ACS) and the Russell County Relay for Life organization team to develop press releases and radio and television spots which would promote the ACS’s number one fundraiser – the Relay for Life.

“It has been our pleasure to work closely with the American Cancer Society and all of the wonderful individuals from Russell County on this project and we hope to continue this relationship in the years to come,” said Travis Shortt, president of Shortt McCracken Stratton.

According to Shortt this was the first ever such fundraising event held in Russell County for the ACS but it was also one of the ACS’s most successful first time relays.

“The fact that this Relay for Life was so successful in its first year is due only in a small part to the efforts of the ad campaign. The rest of the honor needs to go to the individuals of Russell County who formed teams and raised the money to make this event what it was,” said Shortt.

According to Shortt, SMS plans on continuing its relationship with the ACS in the future to help them raise awareness in Southwest Virginia about their services and cancer related topics.

Shortt McCracken Stratton is a full service marketing and public relations firm based in Norton, VA.