



## MEDIA RELEASE

Monday 23 June 2008

Lauriston Girls' School has been awarded gold in the Centre for Marketing Schools (CMS) 2008 Prospectus Award. The international competition awarded Lauriston the prestigious award for its outstanding school prospectus.

The Centre for Marketing Schools (CMS) is widely recognised internationally for professional development, resources and advice on marketing in schools and excellence in business and marketing innovation.

Lauriston was praised by a panel of judges composed of parents, an educator, a designer and a photographer based on four criteria; presentation, content, call to action and delivery.

"In all criteria Lauriston presented a high level of appeal to its target audience. The prospectus was modern, simple, colourful, lively and clearly showcased a stylishly unique school for girls." Judges reported.

Lauriston's Director of Admissions, Di Bambra, said that the award is a great result for the school as it highlights the importance of integrated marketing in conjunction with a clear key message.

"The prospectus, in partnership with our website, are the tools used to generate the overall natural and contemporary look and feel of the school and we are thrilled to receive this award." Ms Bambra said.

The recent Education Expo was held in Sydney earlier this month where schools competed internationally for a variety of awards and acknowledgements.

Dr Linda Vining from CMS will be available for a telephone interview

**ENDS**

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