



Marie Swift, President

NEWS

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Marketing/PR Firm Serving Financial Advisors Recognized Again For Publication and Communication Excellence

*Impact Communications Wins Six Awards in Two
International Competitions, Continues Upward Trend*

LEAWOOD, KS (July 18, 2005) – Marie Swift, President and Founder of Impact Communications, Inc., announced today that the firm has won **four Communicator Awards** in an international competition for Print Media, and **two APEX Awards** for Publication Excellence.

A top-tier **Crystal Award of Excellence** for overall writing, production, project coordination and the corresponding national publicity campaign was awarded to “Just Give Me the Answer\$: Expert Advisors Address Your Most Pressing Financial Questions,” a 337 page book produced in collaboration with Sheryl Garrett, CFP® and The Garrett Planning Network, Inc.. The book and corresponding publicity campaign received top honors out of nearly 5,000 entries in the **Communicator Awards’** print media category. “Entries are judged by industry professionals who look for companies and individuals whose talent exceeds a high standard of excellence and whose work serves as a benchmark for the industry,” the awards committee stated. The firm also won **two Awards of Distinction**, one for a custom slide show titled “Creative Ways to Use Your Professional Photos” and one for an oversized B2B brochure called “FocusPoint Solutions Outrageous Brochure.” A quarterly newsletter called “Garrett News and Views” designed and produced by the firm received **Honorable Mention**.

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The **two 2005 APEX Awards for Publication Excellence** were earned for (1) best logo makeover and corporate identity creation for the work done revamping Retirement Plus, Inc.'s public image, and (2) for their work producing the “Just Give Me the Answer\$” book and the related publicity campaign.

APEX 2005 marks the 17th Annual Awards for Publication Excellence, an international competition that recognizes outstanding publications from newsletters and magazines to annual reports, brochures and Web sites. According to the APEX 2005 judges, “The awards were based on excellence in graphic design, quality of editorial content and the success of the entry in conveying the message and achieving overall communications effectiveness.”

Impact Communications also received **APEX Awards for Publication Excellence in 2003 and 2004.**

About Impact Communications, Inc.

Impact Communications, founded by industry veteran Marie Swift in 1993, specializes in developing effective client communications and marketing strategies for a select group of highly successful financial advisors. Widely respected as a marketing professional with a loyal following, Swift, along with her team, works with independent advisors to increase both visibility and credibility within their niche markets. In addition to marketing strategy and media promotions, the firm offers clients graphic design services and executive coaching.

Swift also serves as virtual marketing and publicity director for three national organizations: **the Garrett Planning Network, the Kinder Institute of Life Planning** and **FocusPoint Solutions**. She is a regular columnist for, **Financial Planning magazine, Research magazine and Morningstar Advisor**, and is a frequent contributor to other industry publications. Swift has ghostwritten numerous communications pieces including articles, Web sites, newsletters and books for the firm’s clients.

For more information visit the newly redesigned Web site www.impactcommunications.org or call (913) 649-5009.

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