

Media Release



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Give A Buck wins not one, but two

scosa, the **Spastic Centres of South Australia Inc's** *Give A Buck* campaign has taken out two of this year's coveted Australian Marketing Institute Awards.

Winning two categories – new brand and marketing communications – the awards recognise the extraordinary success of the innovative and effective marketing practices **scosa** has implemented.

The campaign encompassed creating, launching and building *Give A Buck* which continues to increase community awareness, identify and communicate **scosa's** core values and improve commercial performance outcomes.

scosa now holds three Australian Marketing Institute Awards for marketing excellence, the pinnacle in Australia.

Judy Curran, Chief Executive of **scosa** said the remarkable success is due to the outstanding team that always goes the extra mile for **scosa**.

scosa is now in the running for the national award in both categories, which will be presented in October.

For media enquiries contact Alisha Gangell, Corporate Communications Coordinator, **scosa** on 0408 177 070 or 08 8444 9354