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**GCG MARKETING RECEIVES SECOND NATIONAL HEALTHCARE AWARD
FOR CHILDREN'S CANCER AWARENESS CAMPAIGN**

*Fort Worth-based agency recognized again for its work for the Children's Neuroblastoma
Cancer Foundation*

FORT WORTH, Texas (November 2, 2009) — [GCG Marketing](#) today announces its award of Best Corporate Advertisement/Campaign at the 2009 *Medical Marketing & Media Awards* honoring the agency's development of an awareness campaign for the Children's Neuroblastoma Cancer Foundation.

The campaign featured gripping headlines alongside haunting photographs of children living with neuroblastoma, taken by Fort Worth's [Geno Loro Jr.](#) The award is the second national healthcare honor GCG has received for the campaign this year, following a [Manny award for Best Philanthropic Campaign](#) by *Med Ad News*, and the campaign also garnered local and district ADDY® awards from the American Advertising Federation. Earlier this year, GCG was named one of the [top 75 healthcare marketing agencies](#) by *Medical Marketing & Media* magazine.

"The continued recognition we've received for our work on the CNCF campaign is a true honor," said Neil Foster, GCG Marketing president. "Neuroblastoma is an awful disease in need of greater awareness, and we're hopeful that both the campaign and these awards help facilitate the discussion of funding for research options."

About GCG

Fort Worth, Texas-based GCG Marketing is a full-service marketing firm providing strategy and consultation, along with advertising and public relations services, to clients in the healthcare, corporate, consumer and business-to-business arenas since 1973. For more information, visit [www.gcgmarketing.com](#) or read the GCG blog at [www.gcgideas.com](#).

About MM&M

Medical Marketing & Media is a monthly business publication that has been serving healthcare marketers since 1966. Each issue carries a mix of industry news and in-depth feature articles on marketing and promotion. *MM&M* publishes an annual advertising agency review listing the Top 75 in the nation. For more information, visit [www.mmm-online.com](#).

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