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**GCG MARKETING EARNS NATIONAL HEALTHCARE MARKETING AWARD FOR BEST  
PHILANTHROPIC CAMPAIGN**

**Fort Worth-based agency honored for work for the Children's Neuroblastoma Cancer Foundation**

FORT WORTH, Texas (April 23, 2009) — [GCG Marketing](#) today announces its award of Best Philanthropic Campaign at the 2009 Med Ad News [Manny Awards](#) for its work for the Children's Neuroblastoma Cancer Foundation. The campaign featured gripping headlines alongside portraits of children living with neuroblastoma, with the goal of creating awareness of this deadly type of pediatric cancer.

"We're especially proud of this national healthcare award because it honors the creative passion of the GCG team and the stellar photography of Fort Worth's [Geno Loro, Jr.](#)," said Neil Foster, GCG Marketing president. "We appreciate the recognition and hope it will help raise awareness for CNCF, an organization in which we all feel a personal investment."

The campaign also garnered local and district ADDY® awards from the American Advertising Federation for this campaign, and is currently under consideration for a national ADDY® award. To view the agency's 15-second entry introduction video or to see samples of the work, visit [www.gcgideas.com](http://www.gcgideas.com).

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](http://www.gcgmarketing.com) or read the GCG blog at [www.gcgideas.com](http://www.gcgideas.com).

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#### About CNCF

The [Children's Neuroblastoma Cancer Foundation](#) (CNCF) supports families living with neuroblastoma. CNCF is the primary resource for the most current and reliable information available. Providing a forum for patients and family members, the foundation's educational services bring together clinicians, researchers and medical experts. Visit [www.nbhope.org](http://www.nbhope.org).

#### About Geno Loro, Jr.

Geno Loro Jr. opened his photography studio in Fort Worth in 1994, following a stint with Tandy Corporation that included work for annual reports, national ads and a corporate magazine. Prior to his work with Tandy, Loro spent five years with Kranzten Studios in his native Chicago, working with catalog clients such as J.C. Penney, Sears, Spiegel and others. His client roster includes Frito Lay, the Dallas Cowboys, National Geographic, Fidelity Investments, the Children's Neuroblastoma Cancer Foundation and Texas Christian University, and his work has garnered 18 gold Addy Awards over the past nine years. For more information, visit [www.genoloro.com](http://www.genoloro.com).

#### About the Manny Awards

For twenty years, the Manny Awards have paid tribute to the creative work of agencies serving the healthcare market, their people, and their contributions to the industry. Each year at this gala awards ceremony, Med Ad News and agency professionals come together to acknowledge those making significant contributions to, and celebrate creative excellence in, healthcare communications. On this special evening, more than six hundred industry peers join Med Ad News in honoring winners in a range of award categories. Visit [www.mannyawards.com](http://www.mannyawards.com) for more information.

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