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Ascend Integrated Media Wins Three Pearl Awards!

Overland Park, KS — (November 17, 2010) — Ascend Integrated Media was recently recognized with three Pearl Awards for their work in custom publishing by the Custom Content Council.

Ascend Integrated Media received a Gold award in the category of Best Mobile App for the 2010 Healthcare Convention and Exhibitors Association Annual Meeting Mobile App. This is the third award bestowed on this [event mobile app](#) so far this year.

Ascend also received a Silver award in the category of Best Interactive Tool for their [Heartsounds CD-Rom](#) which was developed as an educational exhibitor tool for Merck/Schering Plough at the 2009 American Heart Association Scientific Sessions. This is the sixth award the agency has received for this innovative marketing piece this year.

Ascend received a Bronze award in the category of Best Digital Enewsletter for its work with American Academy of Pediatrics and their [AAP Convergence Enewsletter](#). This is the fourth award the agency has received this year for their work with AAP.

The Pearl Awards are presented in categories of editorial, design and strategy and are considered the elite award for the custom content industry. The awards competition draws over 550 entries from 71 different companies.

Barbara Kay, president, Ascend Integrated Media expressed the pride felt by the agency at news that they had been awarded three Pearl Awards. "We are very pleased to be awarded such a prestigious honor and extremely proud to be recognized along with so many other talented custom content providers. I am proud of our talented team of content creators and applaud their efforts to create the very best in custom media. Congratulations to our entire team and our immense gratitude to the Custom Content Council for this honor."

The complete list of winners can be found [here](#).

About Ascend Integrated Media - [Ascend Integrated Media](#) is a custom media company, established in 1982 in Overland Park, Kansas. Ascend Integrated Media is uniquely positioned to work with companies to develop and produce brand-enhancing communications products. The company engages on behalf of the client to create and manage print and digital content associated with marketing, branding and social media initiatives. Ascend's suite of fully integrated products and services includes print and digital magazines, newspapers, newsletters, membership directories, product buyers' guides, exhibit guides and maps, hotel door drop services, healthcare study guides, patient care information, event-related websites, smartphone and client-specific hand-held device application development, as well as social media account management and targeted text and text couponing services.