

## **Website Design a "Shore Thing" as The Practical Solutions Group takes home Gold Design Award**

The Practical Solutions Group, LLC and its Marketing agency Stimulus Brand Communications were presented with a First-Place Gold trophy at the 32nd Annual JASPER Awards, which are presented by the Jersey Shore Public Relations & Advertising Association (JSPRAA) to recognize excellence in communications. The company's website was recognized for excellence in website design.

According to PSG partner, Emma Barsky, "With large amounts of content to present in a clear, inviting and practical manner, our Marketing partners were still able to design with good taste and a keen eye for branding. We're grateful to the JASPER Awards professionals for recognizing our website presentation and to our agency (Stimulus Brand Communications) for its "practical" creativity."

The awards ceremony was held on Friday, September 15th at the Robert B. Meyner Reception Center located at the PNC Bank Arts Center in Holmdel, New Jersey.

### **About JSPRAA**

Founded in 1965, the Jersey Shore Public Relations & Advertising Association (JSPRAA) is comprised of advertising, graphic design, marketing and public relations professionals who are dedicated to enhancing professional growth and raising the bar for standards of excellence in communications in central New Jersey and throughout the state.

### **About the JASPER Awards**

Established in 1974, the JASPER Awards honor excellence in communications. The competition invites participation from all JSPRAA members and non-members who conduct business in New Jersey. Entry fees support the James R. McCormick Scholarship Fund, which was established in 1983 to deliver financial assistance to students at the Jersey Shore who showcase excellence in the communications and advertising disciplines.