



NEWS RELEASE

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EIMA Opens Nominations for 2015 Mike Sweeney Press Award

Falls Church, Va., March 10, 2015— The EIFS Industry Members Association has opened the nominations for the 2014 Mike Sweeney Press Award. The award was initiated in 2012 and is now in its third year.

The Mike Sweeney Press Award was created in memory of the late Media Manager of Sto Corp, and to recognize an article from any publication, either on-line or in-print, that showed the benefits of Exterior Insulation and Finish Systems (EIFS) on a variety of levels. Several articles over the last couple of years have been submitted, ranging from success stories in zoning cases to energy efficiency upgrades thanks to EIFS. The award's criteria were expanded last year to include articles from all media sources, not just from daily publications.

Any articles that are deemed to meet the attached criteria of showing the benefits of EIFS can be submitted to Scott Robinson at EIMA. A copy of the article as well as the reason for its submission must be included by March 20, 2015. The winner will be announced at the EIMA Annual Meeting in Long Beach, California.

Founded in 1981, the EIFS Industry Members Association (EIMA) is a national non-profit technical trade association comprised of leading manufacturers, suppliers, distributors and applicators involved in the exterior insulation and finish systems (EIFS) industry. For additional information please visit www.EIMA.com.



EIFS Industry Members Association (EIMA)
513 West Broad Street, Suite 210
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EIMA Awards Program
2014-2015—Mike Sweeney Award for Best Article Criteria

*Submissions must be presented to the EIFS Industry Members Association
no later than March 20, 2015.*

- 1- What type of publication is the article from?
- 2- Was the article published in the last 12 months?
- 3- What is the reason for the article being written?
- 4- Does the article go beyond just describing a recent event?
- 5- How does the article show “EIFS in Good Light”?
 - Shows the design benefits of EIFS?
 - Shows the curb appeal of EIFS?
 - Shows the energy efficiency of EIFS?
 - Shows how green EIFS are?
 - Shows durability of EIFS?
 - Discusses additional benefits of EIFS?
- 6- Does the article help to better educate the general public or the targeted audience of the publication?

Additional Information:

- 1- Who is the author of the article?
- 2- What is the name of the publication?
- 3- What is the contact information for the author?