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**Innis Maggiore and North Canton City Schools Win Award**

**for Website Developed for NCCS**

CANTON, Ohio (Dec. 1, 2015) — Innis Maggiore, the nation’s leading ad agency in the practice of positioning, and North Canton City Schools received the Web Marketing Association's 2015 WebAward for Standard of Excellence in the School category, one of only nine recognized nationwide.

Launched in 2014, the website gave North Canton City Schools a fresh look that centers around the *Viking Strong* brand, showcasing the district’s seven schools, programs and staff, and providing visitors with information about the district.

"This website design award validates our commitment to leading digital experiences and to delivering quality web properties for our clients, and we appreciate the recognition," said Mark Vandegrift, principal web and digital services at Innis Maggiore. "We were honored to work with North Canton City Schools to design a website that capitalizes on the *Viking Strong* position, and not only provides important information to prospective families and community members, but also helps to promote the district’s excellent-rated, award-winning schools, which in turn, reflects well on the community.”

The North Canton City School District serves more than 4,600 students. The district is consistently rated “Excellent” by the Ohio Department of Education, and Hoover High School is consistently ranked among the nation's best public school districts by *Newsweek Magazine*’s list of America’s Best Public High Schools, *Washington Post*’s High School Challenge list, and the *U.S. News and World Report*’s Best High School rankings.

Innis Maggiore Group is the nation's leading advertising agency in the practice of positioning, building strong brand positions for companies in competitive markets. The advertising and public relations agency had 2014 capitalized billings of more than $26 million. Key clients include Alcoa, AultCare, Aultman Hospital, Bank of America, Campbell Oil/BellStores, FSBO, GOJO Industries, Inc., inventors of PURELL®, Goodyear, GuideStone Financial Resources, Kendall House/KFC, Nickles Bakery and Republic Steel. Innis Maggiore is a member of the American Association of Advertising Agencies and the Public Relations Society of America. The company maintains a website at [www.innismaggiore.com](http://www.innismaggiore.com).

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