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August 19, 2009

MetLife Resources Honored with 2009 Hermes Award for Creative Excellence

The MetLife Resources (MLR) Marketing team was recently honored with the 2009 Hermes Creative Award for two of the team's marketing campaigns. Entries were judged by the Association of Marketing and Communication Professionals (AMCP), an international organization that supports outstanding creative achievement and service to the marketing and communications fields.

This is a second year in a row that MLR Marketing has won accolades from the AMCP for the team's marketing efforts.

This year's first entry, the [C.O.R.E. \(Curriculum of Retirement Education\) seminar series](#), earned the GOLD Hermes Creative Award, one of the highest honors in the "Communications Program" Category. MLR's retirement education program, which was designed for employees in education, healthcare and other nonprofit sectors, explains the importance of retirement and financial planning in every stage of an employee's life.

The second entry, the ["What Are You Waiting For?" enrollment book](#), received honorable mention for the "Publication and Benefits" category. This comprehensive and customizable book informs employees about their employer-sponsored retirement savings plan and how they can start enrolling in the plan right away.

The Hermes Creative Awards is an international competition for creative professionals involved in the concept, writing and design of traditional materials and programs, and emerging technologies. Administered by AMCP, entries are judged based on the highest standard in quality, creativity and resourcefulness.

