

**Contact:**

Rebecca Farrell

[rebecca@rebeccafarrell.com](mailto:rebecca@rebeccafarrell.com) / (917) 715-7840

## **C3 AGENCY NAMED AS FINALIST IN 2015 AMERICAN BUSINESS AWARDS<sup>SM</sup>**

***13<sup>th</sup> annual Stevie® Awards to be presented June 22 in Chicago and  
September 11 in San Francisco***

[ATLANTA] – May 8, 2015 – C3 Agency, a boutique experiential marketing firm, has been named a Finalist for Marketing Campaign of the Year – Personal Care in the 2015 American Business Awards. C3's Yes To Carrots 2014 #YesToMovement Beauty Bike Tour will ultimately be a Gold, Silver, or Bronze Stevie® Award winner in the program.

The American Business Awards are considered the nation's preeminent business awards program. All organizations operating in the U.S.A. are eligible to submit nominations – public and private, for-profit and non-profit, large and small.

The American Business Awards will be presented at two awards events: the ABA's traditional banquet on Monday, June 22 in Chicago and the new product & technology awards event on Friday, September 11 in San Francisco.

"C3 Agency is excited and honored to be recognized by The American Business Awards for our work with Yes To Carrots," said Christine Courtney-Myers, CEO and Founder. "Our customized, high-impact, game-changing campaigns help to bring our clients' products to the right people at the right time, surprising and delighting them along the way."

More than 3,300 nominations from organizations of all sizes and in virtually every industry were submitted this year for consideration in a wide range of categories, including Startup of the Year, Executive of the Year, Best New Product or Service of the Year, Marketing Campaign of the Year, Live Event of the Year, and Human Resources Department of the Year, among others.

Finalists were chosen by scores of business professionals nationwide during first-round judging in April and May. Members of several specialized judging committees will determine Stevie Award placements from among the Finalists during final judging, to take place later this month.

"So many fascinating and inspiring stories of success were submitted to the ABAs this year," said Stevie Awards president and founder Michael Gallagher. "We congratulate all of our 2015 Finalists on their achievements."

Details about The American Business Awards and the list of Finalists in all categories are available at [www.StevieAwards.com/ABA](http://www.StevieAwards.com/ABA).

### **About C3 Agency**

Founded in 2000 in Williamsburg, Brooklyn, C3 Agency is a creative shop offering engagement marketing and experiential event programming that thrive in unexpected, non-traditional locations. C3's hybrid approach leads to compelling brand experiences that spark media coverage and drive consumer action, advocacy and amplification.

C3 is led by Christine Courtney-Myers, a pioneer and innovator in the field of experiential marketing. She has curated her "agency of experts", a meticulously vetted network of top production, social media and experiential marketing specialists in US markets and key global hubs. As a result, C3 is able to serve brands and their agencies across the country and around the world. For more information, visit [www.C3agency.com](http://www.C3agency.com).

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**About the Stevie Awards**

Stevie Awards are conferred in six programs: The American Business Awards, The International Business Awards, the Asia-Pacific Stevie Awards, the German Stevie Awards, the Stevie Awards for Women in Business, and the Stevie Awards for Sales & Customer Service. Stevie Awards programs receive more than 10,000 nominations from organizations in more than 60 nations each year. Learn more about the Stevie Awards at [www.StevieAwards.com](http://www.StevieAwards.com).

Sponsors and partners of The 2015 American Business Awards include Biz Talk Radio, CallidusCloud, Engility, Fareportal, John Hancock, PetRays, and Softpro.

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