



**2017 ClearMark Awards: See the Complete List of Finalists**  
*Center for Plain Language to announce winners May 9*

WASHINGTON, DC, May 2, 2017— The Center for Plain Language has announced the finalists for the 2017 ClearMark Awards, which honor the best in clear communications. The Center will present awards to category winners — and the English and Spanish Grand ClearMark winners — at the 8<sup>th</sup> annual ClearMark Awards banquet on Tuesday, May 9 at the National Press Club in Washington, D.C.

The ClearMark Awards recognize communications written for consumers in English and Spanish by government agencies, private companies, and non-profit organizations. The Center gives Awards for Original Documents, Before-and-After Improvements, Websites, Multimedia, and Spanish Documents.

"The Center is pleased to honor the people who have worked so hard to make the deeper details of health care, immigration, housing, and health risks—like lead in drinking water— understandable to ordinary people," said Susan Kleimann, Chair, Center for Plain Language. "This is hard work and necessary for the benefit of people everywhere. We're delighted to present Awards of Distinction to these finalists for communicating clearly to their audiences."

**2017 ClearMark Awards Finalists**

- AARP
- AARP + Trendline Interactive
- Anthem, Inc
- Anthem, Inc. + Lippincott
- BlueCross and BlueShield Association + Partners and Simons
- Blue Cross and Blue Shield of Louisiana, Information Technology Division
- Center for Motor Vehicle Safety, National Institute for Occupational Safety and Health, Centers for Disease Control and Prevention + Pelton Graphics
- Centers for Disease Control and Prevention
- Cigna
- CLEO (Community Legal Education Ontario/Education juridique communautaire Ontario)
- CommunicateHealth + Centers for Disease Control and Prevention, National Center for Environmental Health, Division of Environmental Hazards and Health Effects
- Consumer Financial Protection Bureau + Ideo
- Consumer Financial Protection Bureau + Social Security Administration
- Emmi
- Eunice Kennedy Shriver National Institute of Child Health and Human Development + IQ Solutions
- Fannie Mae and Freddie Mac
- Health Literacy Media
- Health Literacy Media + Baylor Institute for Rehabilitation
- Immigration Advocates Network + Transcend Pro Bono Net Immigrant Legal Resource Center

- InJoy Health Education
- March of Dimes + Mettger Communications
- March of Dimes + Rosales Communications
- MAXIMUS Center for Health Literacy + Enroll America, Consumer Union
- Minnesota Department of Natural Resources
- National Center for PTSD + CommunicateHealth, Inc.
- The Haykel Group, LLC
- The National Center for Environmental Health (NCEH) and Agency for Toxic Substances and Disease Registry (ATSDR) + Oak Ridge Associated Universities + James M. Smith, PhD (contractor)
- The National Center for Environmental Health (NCEH) and Agency for Toxic Substances and Disease Registry (ATSDR) + U.S. Environmental Protection Agency Region 2, New York State Department of Health
- ThoughtForm, Inc
- UnitedHealthcare Medicare & Retirement Marketing + catchfire
- U.S. Citizenship and Immigration Services
- University of Arkansas for Medical Sciences Center for Health Literacy + UAMS Angels Interpreters

The Center for Plain Language's mission is to champion clear communication so people and organizations can thrive. Our vision is to create a culture of clarity. Every audience. Every format. Every time. For more information and to become a member, visit: [centerforplainlanguage.org](http://centerforplainlanguage.org).

Media Contact: Diane Chojnowski, [diane@centerforplainlanguage.org](mailto:diane@centerforplainlanguage.org), 641-919-0385