



Center for Plain Language  
MAKE IT CLEAR.

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## Center for Plain Language Announces 2025 ClearMark Award Winners

*Winners from government, health care, nonprofits, and the private sector honored for excellence in plain language*

RICHMOND, VA — [The Center for Plain Language](http://The Center for Plain Language) is proud to announce the winners of the 2025 ClearMark Awards, which recognize outstanding plain language communication in English, French, and Spanish across North America.

This year's awards were presented on May 22 at the National Press Club in Washington, D.C., following an afternoon workshop on design thinking and communication strategy. The event brought together leaders from government, business, health care, and nonprofit sectors, all united by their commitment to clear, effective communication.

Over 40 volunteer judges evaluated entries in categories ranging from websites and printed brochures to legal documents and emails. Judges looked for documents that met the needs of their audiences and used plain language principles like findability, understandability, and actionability so audiences could find, understand, and use the information.

### Top Honors: 2025 Grand ClearMark Award Winner

This year's Grand ClearMark Award went to Alberta Health Services, Canada, for their *Immunization Health Topic Website* on [MyHealth.Alberta.ca](http://MyHealth.Alberta.ca).

One judge commented, "*It is great to see an organization truly care about asking real users what they need and then delivering it.*"

Get the [full list of 2025 ClearMark Award winners](#).

"The ClearMark Awards remind us that when communication is clear, everyone benefits," said Barbra Kingsley, Chair of the Center for Plain Language. "This year's winners show what's possible when organizations prioritize their audiences — whether it's a health fact sheet, a government form, or an online tool. We're proud to celebrate the people behind this important work."



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The Center also honored winners in two new categories:

- **Best In Awards**, which highlight standout work in areas like user testing, visual communication, and leadership in specific sectors.
- **Spotlight Awards**, which recognize powerful one-off pieces — like a flyer, web page, or chart — that made a meaningful impact.

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#### ABOUT THE CENTER FOR PLAIN LANGUAGE

The Center for Plain Language is a North American non-profit organization that helps government agencies and businesses write clear and understandable documents. The Center hosts the annual ClearMark Awards for the best communications in plain language and produces the Federal Report Card, which evaluates how well federal agencies are complying with the Plain Writing Act of 2010.

To become a member or for more information, visit us at <https://centerforplainlanguage.org/> and connect with us on [Facebook](#), [X](#), [Instagram](#), and [LinkedIn](#).