

## Douglas Marketing Group Vice President Liz Farano a nominee for prestigious 2017 Premier's Award

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Windsor, Ontario – November 14, 2017– Douglas Marketing Group (DMG), an international marketing and communications firm with a 25+ year history of award-winning creative initiatives, is pleased to announce Vice President/Creative Director Liz Farano has been named a nominee for the prestigious 2017 Premier's Award. The Premier's Award honours the important social and economic contributions that college graduates make to Ontario and throughout the world.

Farano, who joined Douglas Marketing Group in 2007, holds a degree in graphic design from St. Clair College, which recognized her achievements earlier this year with a distinguished alumni award. She is a Premier's Award nominee in the category of *creative arts and design*.

As a nominee, Farano was noted for her creative work on the award-winning "[It's In Your Jeans](#)" campaign, which helped the Windsor & Essex County Cancer Foundation raise \$5.4 million, exceeding its fund development goal by \$1.4 million, for the purchase the da Vinci Robot, enabling patients in Windsor to receive treatment for prostate cancer close to home, rather than in London, Ontario. Farano is also co-founder of [100 Women Who Care](#), which generates more than \$40,000 annually for local charities and has spawned the creation of Windsor-area [100 Kids Who Care](#) and [100 Men Who Give a Damn](#). Douglas Marketing Group donated and designed the websites for all three organizations, with Farano providing the creative and art direction.

"The Premier's Award nomination alone is an incredible honour," Kay Douglas, DMG president and founder, said. "I couldn't be more proud of Liz for the many contributions she makes to our clients and the community through her artistic vision, creativity and tireless charitable outreach. She has applied her passion to the work she does and is an example to all she works with of seeing beyond what is expected to creative what has not been seen before in a way that is relevant and timely."

In being named a Premier's Award nominee, Farano is continuing a DMG tradition. Kay Douglas was also honoured as a nominee in 2002. The Premier's Awards recipients will be announced at the 2017 Premier's Awards gala on Monday, November 27, at the Sheraton Centre Toronto Hotel.

### **About the Premier's Award**

*The Premier's Award recognizes the important social and economic contribution that college graduates make to Ontario and throughout the world. The awards were launched in 1992 and are administered by Colleges Ontario. Presented annually, the Premier's Awards recognize college graduates in six categories: business, community service, creative arts and design, health sciences, recent graduate, and technology. Learn more [here](#).*

### **About Douglas Marketing Group**

*Celebrating more than a quarter century of providing art- and technology-infused, relationship-based marketing solutions, Douglas Marketing Group (DMG) is the visionary behind the marketing brand management software and visual roadmap, [DMG Big Picture Landscape®](#) and its companion software, [ROIally®](#), the strategic marketing return on investment budget tracker. With offices in Detroit, Mich., and Windsor, Amherstburg & Welland, Ontario, the full-service marketing and communications firm brings a global view to local, regional and national campaigns and cross-border partnerships. Learn more <http://www.experiencedmg.com>*



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