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MFEA STAR Awards Announces 2017 Call for Entries

Kansas City, Mo. (March 1, 2017) — The Mutual Fund Education Alliance (MFEA) today announced entries are being accepted for the annual STAR Awards competition, which recognizes excellence in the marketing communications and innovations areas. Through MFEA's 2017 STAR Awards, participants have the opportunity to earn recognition in more than 35 categories. Entries may be submitted by fund firms, their agencies or other partners who work with them to produce marketing and communications materials through June 1, 2017 at www.theSTARawards.com.

MFEA's STAR Awards recognize the best of the best for outstanding efforts in the areas of Retail, Advisor and Retirement — with the most prestigious awards for communications being awarded to overall winners in those channels. Submissions also are being accepted for the prestigious Community Investment award, presented annually to recognize a company's leadership in philanthropic efforts through special programs, partnerships, in-kind goods and services and employee volunteer programs. Entries are judged by fund industry marketing and communications executives, making the program highly-valued for its peer recognition approach.

The STAR Awards have served as an annual benchmark of best-in-class investor and intermediary communications for more than two decades. At the core of the program is MFEA's mission to provide marketers at leading fund firms the opportunity to assess their communication efforts in the mutual fund space.

"The STAR Awards is a unique environment in that it recognizes marketing and communications efforts within the asset management industry, which faces a variety of challenges that others often don't," said Kimber Lintz, Director of MFEA. "Year after year we look forward to reviewing and recognizing the tremendous work done on behalf of the industry."

Winners will be announced at the STAR Awards celebration on Wednesday, October 25, at the J.W. Marriott in Chicago. Prior to the celebration, MFEA will hold its Marketing Council meeting at Morningstar's Chicago headquarters.

More information and program details are available at www.theSTARawards.com.

About MFEA

The Mutual Fund Education Alliance (MFEA) is a national trade association dedicated to strengthening ways the investment management industry serves investors and advisors. Since 1971, the MFEA has been dedicated to informing and educating the investing public about how they can use mutual funds to achieve important lifetime goals. MFEA members are among the leaders in the industry, offering a variety of financial services to investors. This strong industry alliance is well recognized for its leadership in investor education.
