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STAR Awards Announces 2018 Call for Entries

KANSAS CITY, Mo. (March 19, 2018) — Reimagined to reflect current, integrated efforts with new key categories, including Experiential Education and Integrated Campaign, the 2018 STAR Awards is now open for entry.

“Staying true to its roots as a competition honoring excellence and distinction in investment management education and marketing, the STAR Awards program aims to recognize progressive education and marketing efforts in the industry”, said Kimber Lintz, Director of the MFEA. “We continue to advance with the industry and are impressed every year with the efforts our participants put forward to increase financial education initiatives amongst investors and advisors,” Lintz says.

Driving home the program’s progressive focus are additions to the Distinguished Awards. Now joining the Overall Communications and Community Investment Awards are the Education Award and the Inclusion & Diversity Award.

The Education Award recognizes a firm with strong overall commitment to investment management education through client communications, employee education, education programs and initiatives, community support, etc. The Inclusion & Diversity Award recognizes the firm that exemplifies and promotes diversity and inclusion in the investment management industry, raising awareness of the value a diverse workforce and inclusive environment brings to a firm. [View a complete list of categories here.](#)

Participants in this year's program have the opportunity to earn recognition in more than 25 categories. Entries may be submitted through June 1, 2018 by investment management firms, their partner agencies or others who work to produce marketing and communications materials at www.theSTARawards.com.

Winners will be announced at the STAR Awards Celebration on October 9th at the Hyatt Regency in Chicago, following the annual MFEA Marketing Council Summit.

About STAR Awards

The STAR Awards are managed by the Mutual Fund Education Alliance (MFEA) and all entries are judged by 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 for more than two decades.

Additional program details are available at www.theSTARawards.com.