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25th Annual STAR Awards Now Open for Entries
Awards Program Recognizes Achievement in Investment Management Education

(May 24, 2021) — The IMEA’s annual STAR Awards Program is now accepting entries from investment management companies. Celebrating its 25th year, STAR Awards has long been recognized for honoring the best-in-class education efforts of the industry. Over the years, entry categories have been expanded and changed to keep pace with the innovative approaches companies employ to adapt, maintain and expand their education efforts.

“When we launched STAR back in 1996, there were no categories for digital,” says Kimber Lintz, Director of the IMEA. “Now, there are more than 12. This year, new categories have been added to address the industry’s extraordinary efforts in response to the pandemic,” Lintz says.

To recognize companies’ significant achievement during the pandemic, STAR Awards has added three new categories: **COVID-19 Communications, Virtual/Hybrid Events, and Internal Team Communications**. Specifically, the awards will acknowledge the challenges met as companies shifted from live to virtual events and recognize the extraordinary efforts of investor and advisor communications teams during this unprecedented time.

Starting May 24, entries will be accepted in 26 different [categories](#). The deadline is July 30th and entries may be submitted by investment management firms, their partner agencies or others who produce marketing and communications materials at theSTARawards.com. Winners will be announced in a virtual awards presentation in October.

About STAR Awards

Now in its 25th year, The STAR Awards are presented by the IMEA (Investment Management Education Alliance). Entries are securely judged by industry marketing and communications executives, making the program highly-valued for its peer recognition approach and entry evaluation process. Additional details are available at theSTARawards.com. The 2021 STAR Awards program is sponsored by [Imprint](#).

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The Investment Management Education Alliance (IMEA) is a national trade association of investment management companies, dedicated to strengthening ways the investment management industry serves investors and advisors. Known for its deep roots in investor education since 1971, the organization is dedicated to informing and educating the investing public about how they can use investment products to achieve important lifetime goals. IMEA members are among the leaders in the industry, offering a variety of financial products and services to investors. This strong industry alliance is well recognized for its leadership in investor education, as well as its position as a thought leader and forum for executive perspective.