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**\*\*\* For Immediate Release \*\*\***

**Shale Crescent USA Earns Marketing Effectiveness Award**

**Marietta, OH** – Shale Crescent USA, an economic development organization whose goal is to market Eastern Ohio, West Virginia and Pennsylvania’s unique competitive advantages and opportunities to leverage the area’s low-cost, abundant natural gas and natural gas liquids (NGLs) to high-energy intensive industries has been recognized as a winner of a 2019 Summit Marketing Effectiveness Award. Shale Crescent won in the category of integrated business to business campaigns.

“The Summit Marketing Effectiveness Award competition is based on the premise that the goal of marketing communications is to change, influence, and reinforce an audience’s knowledge, attitudes and beliefs,” stated Nathan Lord, Business Manager for Shale Crescent USA. Lord added, “The Summit International Marketing Effectiveness Award is one of the premier arbiters of marketing excellence and winning provides a validation of our efforts to attract new businesses and high paying jobs to the region.”

The Shale Crescent USA messaging has been seen and heard in *The Wall Street Journal*, *Forbes*, *Bloomberg Television*, *Houston Chronicle*, *Washington Examiner*, *S&P Global*, *Yahoo Finance*, *Global Trade Magazine* and *The Economist*, to name a few, generating over 300 million impressions worldwide.

Summit International Awards received more than 1,400 entries from 10 countries with recognition going to only 6% of total submissions. The Summit Marketing Effectiveness Award recognizes and rewards companies for innovative and leading-edge creative work that uses strategy and results-based effectiveness to create solutions in today’s marketplace. Founded in 1994, the Summit Awards employs international panels of judges to evaluate submissions.

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**About Shale Crescent USA:**

*Shale Crescent USA is a non-profit organization whose mission is to encourage business growth along the Ohio River Valley based upon low natural gas prices that allow manufacturers to operate more efficiently while producing products more economically with access to water, half the population of the United States and Canada, and 70% of US. Polyethylene demand. For more information, please visit [ShaleCrescentUSA.com](http://ShaleCrescentUSA.com).*