

## **South Dakota’s “Ability for Hire” Campaign Wins MarCom Award**

PIERRE, S.D. – South Dakota’s statewide disability employment campaign “Ability for Hire” has been honored by the MarCom Awards, an international creative competition for marketing and communication professionals.

The awards are given annually to individuals and companies involved in the conception, writing and design of print, visual, audio and web materials and programs.

The South Dakota Department of Human Services (DHS) and Sioux Falls communications agency Epicosity received a Gold MarCom Award in the non-profit category.

DHS Division of Rehabilitation Services Director Eric Weiss said, “Epicosity did an excellent job capturing the essence of the “Ability for Hire” campaign. These messages from businesses show that they have met their workforce needs by hiring people with disabilities.”

The winning entry was a video featuring Camille’s Sidewalk Café in Sioux Falls. To view the winning video visit: <https://www.youtube.com/watch?v=geNLes6gHMA>.

This is the fourth award DHS has received for the “Ability for Hire” campaign.

“Ability for Hire” was born out of the Employment Works taskforce established by Gov. Dennis Daugaard in 2013. The campaign is designed to deliver information, outreach and resources to businesses, job seekers and the public workforce system to ensure greater recruiting and hiring opportunities for job candidates with disabilities. For more information, visit [AbilityForHire.com](http://AbilityForHire.com).