

Xcell journal

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Xcell Journal Wins Prestigious LACP 2006 Inspire Award

Nothing distinguishes your work and brings more integrity to your magazine than recognition from your peers.

Recently, the League of American Communications Professionals (LACP) honored issue 59 of *Xcell Journal* as the Bronze Winner in the 2006 Inspire Awards Newsletter & Magazine Competition, "Overall" category. The competition was judged by a field of communication professionals, a forum within the public relations industry that facilitates discussion of best-in-class practices within the profession.

"The *Xcell Journal* entry was remarkable in light of tremendous competition," said Christie Kennedy, LACP Managing Director. "We received more than 425 entries for the 2006 Inspire Awards, comprising newsletters and magazines from seven countries."

Xcell Journal was judged in several categories, including first impression, artwork, readability, creativity, message clarity, variety of features, audience focus, perceived relevance, and ease of navigation. In the end, the magazine received a score of 92 out of a possible 100 points, resulting in a "Superb – among the very best judged" rating.

"We're very proud that *Xcell Journal* has been selected as a winner of this year's LACP Inspire Awards," said Sandeep Vij, vice president of worldwide marketing at Xilinx. "*Xcell Journal* plays an important role in our overall marketing strategy. We work hand-in-hand with our staff and partners to develop editorial content that is relevant, compelling, and strategically focused so that the magazine continues to provide maximum value to our readers."

The global *Xcell* Publications team is setting the industry standard for innovative custom digital, online, and print publications. I'd like to personally thank all of the authors – from Xilinx, our partners, and our customers – who have contributed their time and effort over the years to make *Xcell Journal* an award-winning publication for programmable logic users around the world.



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