



FOR IMMEDIATE RELEASE

JACKSONVILLE, FL (June 25, 2018) RLS Group (<http://www.rls-group.com>), a full-service marketing and advertising firm, announced it is the recipient of two creative excellence awards for a client video presentation entitled "[Be The Spark](#)". The video won a Bronze Telly Award in Religion/Spirituality (www.tellyawards.com) and an Award of Distinction from The Communicator Awards in Film/Video Fundraising (<https://www.communicatorawards.com>).

"We take a client's idea from conversation to concept and then to communicating it to their customers in an effective, creative way that gets results," said Rob Storey, president, RLS Group. "We're particularly proud and honored to share these two accomplishments with our client, Florida Baptist Convention, our agency team and the production team at Spectrum Films."

"Having just started my role with the Florida Baptist Convention, I was pleased to partner with RLS Group for our critical Cooperative Program promotion to inform our 3,000 churches about the power of a combined 'spark' that starts in each of our hands," said Mark MacDonald, Strategic Communication Catalyst, Florida Baptist Convention. "The campaign achieves the communication goal: together we can reach the world with the Gospel. Thank you RLS Group for your outstanding work!"

RLS Group is a full-service advertising and marketing firm providing award winning creative solutions for clients for more than 17 years. Located in Jacksonville, Florida, RLS Group provides advertising and marketing communications, branding, web site design and development, public relations, direct mail, video and infographics, event and trade show marketing, social and geo-targeting digital solutions, as well as mobile application design and development.