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Magnum Group Honored by Mayor John F. Street for Its Contribution to Philadelphia's Emergency Preparedness Campaign

Philadelphia, PA, April 30, 2007 - Mayor John F. Street and Managing Director Pedro A. Ramos honored Magnum Group with the Liberty Bell Award in a ceremony held at City Hall on April 23. Also saluted with distinction were other sponsors of "Ready Or Not?", the first comprehensive multimedia, multilingual emergency preparedness public education campaign for the Philadelphia region.

Magnum Group received the coveted Liberty Bell Award for its ongoing contribution to the multilingual communication efforts of the campaign. The program's messages, in both English and Spanish, were created to provide Philadelphians with life-saving public service information in "their heads, homes, and hands". Magnum Group supported this multicultural initiative with translation and Spanish voice-over services.

"A prepared community is a safer community," Mayor Street said. "Citizens in the region have a greater awareness of the need to be prepared for emergencies, thanks to your generous support. We cannot put a price tag on the true benefits of a prepared community."

"I am honored to receive this award and proud of being part of a phenomenal, creative team of responders. Magnum recognizes how important multilingual TV and radio public service announcements are in any crisis. In case of an emergency, getting these messages out to all communities of the Philadelphia region could save many lives," says Vivian Isaak, President of Magnum Group.

The launching of "Ready Or Not?" in September 2006 blanketed the Philadelphia area with newspaper advertisements and special supplements. Magnum Group worked closely with The Star Group, which led the development of the advertising and public relations campaign, to produce PSAs and other information in Spanish. TV and radio public service announcements were featured in regional movie multiplex theaters, billboards along major highways, regional transit system ads and the www.readyregion.org website.

About Magnum Group: Since 1992, Magnum Group has earned a worldwide reputation of excellence among national and international organizations by providing a comprehensive range of services in almost every language: technical translations, multilingual desktop publishing, linguistic and cultural consulting, website localization, foreign language voice-over and subtitling, and conference interpretation. The company specializes in medium and large volume technical translation projects for clients who have periodic revision requirements. For more information please contact us at 215-413-1614, translations@magnumgroupinc.com, or visit www.magnumgroupinc.com.

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