

For Immediate Release

Awards Will Highlight Gobbledygook, Gibberish and Jargon

Fremont, CA – August 20, 2009 – The Online Gobbledygook, Gibberish and Jargon Awards (www.GobbledygookAwards.com) will highlight the "best-of-the-worst" gobbledygook on the Web.

The awards will spotlight bureaucratese, legalese, techno-babble and other vague generalities, meaningless phrases, and wordy, nonsensical writing.

Anyone can submit an entry at www.GobbledygookAwards.com/EntryForm.html. All types of writing are eligible, including news releases, articles, websites, presentations and blogs, as long as the items are available online. Entries will be posted on the website as they are reviewed and approved. The "winning" entries and the people submitting those entries will receive certificates next February.

"So much writing today fails to communicate," said Kay Paumier, a public relations and marketing-communications consultant who founded the Online Gobbledygook, Gibberish and Jargon Awards. "We hope that these lighthearted awards will make organizations think twice before writing unintelligible, pompous copy."

Besides Paumier, the judges are:

- Richard Lederer, author of more than 30 books about language, history, and humor, including his best-selling "Anguished English" series
- Jeff Rubin, the Newsletter Guy who founded Punctuation Playtime and National Punctuation Day
- Matthew Stibbe, writer-in-chief at Articulate Marketing and author of the Bad Language blog about writing, and
- Adam Freeman, one of America's leading commentators on law and author of the book "The Party of the First Part."

About the Gobbledygook Awards

The Online Gobbledygook, Gibberish and Jargon Awards are sponsored by the Communications Plus, a California-based marketing-communications and public relations firm (www.CommunicationsPlus.net). The awards honor the best-of-the-worst legalese, techno-babble, bureaucratese and other meaningless phrases, vague generalities and wordy, nonsensical writing. For more information visit www.GobbledygookAwards.com, call 510-656-8512 or e-mail info@GobbledygookAwards.com

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