

# PRNews

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**FOR IMMEDIATE RELEASE**

***PR NEWS* ANNOUNCES WINNERS OF CORPORATE SOCIAL RESPONSIBILITY AWARDS  
Top Campaigns, Initiatives and People Recognized at National Press Club Event**

WASHINGTON, DC, March 19, 2008 -- Hard Rock, Staples, Pacific Gas and Electric Company, Shell Oil and Nike were among the diverse range of companies recognized today as leaders in Corporate Social Responsibility during *PR News*' annual CSR Awards luncheon at the National Press Club. Among the executives winning the first-time CSR Pioneer and Leader Awards were William Johnson, head of H.J. Heinz, Dr. Monica Oberkofler of Gap Inc. and Emily Callahan and Katrina McGhee, both with Susan G Komen for the Cure.

Presented by *PR News*, the leading publication covering the public relations trade, the CSR Awards recognize people and companies that successfully demonstrate that altruism, philanthropy and employee commitment to "do good" can go a long way towards making an impact on a community, key stakeholders, and a company's bottom line.

The awards luncheon, sponsored by Georgetown University and ckpr and co-emceed by *PR News* Editor Courtney Barnes and VP/Group Publisher Diane Schwartz, included a keynote presentation by Carrie Hall, Communications and Public Affairs Officer at the United Nations Global Compact. With thousands of participants located in 120 countries, the Global Compact is seeing first-hand an evolving global awareness that principled corporate behavior is an essential component of a winning business strategy.

Winners were awarded in a dozen categories critical to CSR success. Honorable mentions rounded out the awards program, with more than 50 organizations selected for their social responsible work during the 2007 judging period.

The *PR News* family of products includes *PR News*, *PR News* Workshop & Webinars, PR Job Center at [prnewsonline.com](http://prnewsonline.com), the Platinum PR Awards, PR People Awards, CSR Awards, The 100 Best Case Studies Book, Digital PR Guidebook, Guidebook to Best Practices in CSR; Guidebook to Best Practices in Measurement and the Crisis Management Guidebook. The premier Web site, [www.prnewsonline.com](http://www.prnewsonline.com), includes the latest strategies and tactics for communications professionals.

The winners will be profiled in the March 24 CSR Awards issue of *PR News*. To obtain a copy, please contact PR News Client Services at [Clientservices@accessintel.com](mailto:Clientservices@accessintel.com); 888-707-5814.

**PR News' CSR Award Winners of 2008:**

**w = winner; hm = honorable mention**

### **Annual Report**

- Nike, Inc. - Corporate Responsibility Report (w)
- American Beverage Association - 2006 Annual Review (hm)
- International Youth Foundation - Realizing the Power and Promise of Young People (hm)
- Motorola – 2006 Corporate Responsibility Report (hm)
- Office Depot - 2007 Corporate Citizenship Report (hm)

### **Business Ethics Communications**

- ChoicePoint - Privacy, Security and Consumer Communications (w)
- AFLAC - Philanthropic Communications (hm)
- Direct Marketing Association- DMA Business Ethics Communications (hm)

### **Cause Branding Campaign**

- Liz Claiborne Inc. with Ruder Finn - Love is Not Abuse (w)
- Cone and PNC Financial Services Group - Grow Up Great (hm)
- Honeywell & Peppercom - Got 2B Safe! (hm)
- Peppercom and Whirlpool Corporation - Whirlpool Building Blocks (hm)
- TriWest Healthcare Alliance - Help From Home (hm)

### **Community Affairs**

- IKEA and Lippe Taylor - “Bag the Plastic Bag” (w)
- ChoicePoint - ChoicePoint Cares (hm)
- Sprint - 4NetSafety (hm)
- World Wrestling Entertainment, Inc. -WWE WrestleMania Reading Challenge (hm)

### **Corporate-Community Partnership**

- Trimedia - BT in support of ChildLine (w)
- Charter Communications - Curing Childhood Cancer Campaign (hm)
- Deloitte & Touche USA LLP and College Summit - College Enrollment Rates: What Gets Measured Gets Managed (hm)
- Flowers Communications Group - Miller Urban Entrepreneurs Series (hm)
- Hasbro Inc. - Toys for Tots (hm)
- International Council of Shopping Centers - Passion Team Rebuilding the Gulf South (hm)

### **Diversity Communications**

- The Hartford Financial Services Group, Inc. - Coexistence: The Hartford Demonstrates the Art of Diversity (w)
- Dominion - Central Virginia Diversity Fair (hm)
- Pacific Gas and Electric Company - Verde Que Te Quiero Verde (hm)
- Reading Is Fundamental - RIF Multicultural Literacy Campaign (hm)

### **Employee Relations**

- Cox Enterprises - Cox Conserves (w)
- BT and Limelight Community - BT Community Champions (hm)
- Mission Hospital - Mission Home Help (hm)

- Pacific Gas and Electric Company – “Environmental Speaker Series” (hm)

### **Employee Volunteer Program**

- Pfizer Inc. - Global Health Fellows (w)
- Deloitte & Touche USA LLP- Deloitte's Volunteer IMPACT Campaign (hm)
- DHL - Disaster Response Team - We Deliver Help (hm)
- Siemens - Science Day (hm)

### **Environmental Stewardship**

- Staples with RF|Binder Partners - Staples Launches Nationwide Computer & E-waste Recycling Program (w)
- Cox Enterprises - Cox Conserves (hm)
- Direct Marketing Association - DMA Environmental Action Program (hm)
- Singer Associates, Inc. - Plastic Bottles and Food Scraps to Save the Environment (hm)
- Sony Electronics Inc. - Sony Take Back Recycling Program (hm)

### **Green PR Campaign**

- City of Arlington, Texas - 2007 Clean Air Campaign (w)
- Dominion - Project Plant It! (hm)
- Sundance Channel - The Green (hm)

### **Media Relations**

- Vollmer Public Relations - Travelocity's Be a Hero - Go Zero (w)
- Flowers Communications Group – The Little Rock Nine, “50” Anniversary (hm)
- WhiteWave Foods Company - Silk Green Caps for Green Energy (hm)
- Yum! Brands and Weber Shandwick - World Hunger Relief Week (hm)

### **Philanthropy Communications**

- Hard Rock International and Coyne PR - Hard Rock Launches Rocktober Breast Cancer Awareness Campaign (w)
- AFLAC - AFLAC Cancer Center (hm)
- The Boeing Company - Letters from Aceh (hm)

### **Stakeholder Engagement**

- Shell Oil Company - A National Dialogue on Energy Security (w)
- Blue Cross Blue Shield of Delaware - Shape Up Live Well (hm)
- Coldwell Banker Real Estate LLC - 100 Homes for Habitat (hm)
- Pfizer Inc. - Strong Actions: Partnerships for Positive Change (hm)
- Sodexo – “Champions of Diversity” Recognition Program (hm)

### **Overall Leader in CSR Practices: Corporation with less than 1,000 employees**

- American Institute of CPAs (AICPA) (w)
- Direct Marketing Association (hm)
- PR Newswire (hm)
- Xango LLC (hm)

**Overall Leader in CSR Practices: Corporation with between 1,000 and 25,000 employees**

- Pacific Gas and Electric Company (w)
- Entergy Corporation (hm)
- Missouri Department of Transportation (hm)
- Yahoo! Southeast Asia (hm)

**Overall Leader in CSR Practices: Corporation with more than 25,000 employees**

- Honeywell (w) TIE
- Nike, Inc. (w) TIE
- Eaton Corporation (hm)
- H.J. Heinz Company (hm)
- Intel Corporation (hm)
- Yum! Brands, Inc. and Weber Shandwick (hm)

**CSR Pioneers of the Year: CEO**

- William R. Johnson, H.J. Heinz Company (w)
- Hala Modellmog, Susan G. Komen for the Cure (hm)
- John Replogle, Burts Bees Inc. (hm)

**CSR Pioneers of the Year: Communicator**

- Dr. Monica J. Oberkofler, Gap Inc. (w)
- Mark Bramfitt, Pacific Gas and Electric Company (hm)

**CSR Pioneers of the Year: CSR Executives**

- Emily Callahan, Susan G. Komen for the Cure (w) TIE
- Katrina McGhee, Susan G. Komen for the Cure (w) TIE
- Tae Yoo, Cisco Systems (hm)

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