

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, 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, 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; 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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