

PRNews

Contact:
Amy Jefferies
ajefferies@accessintel.com
301-354-1699

FOR IMMEDIATE RELEASE

PR News Announces Finalists in Platinum PR Awards

ROCKVILLE, Md., August 12, 2007 -- Allstate, Hill & Knowlton, Weber Shandwick, Siemens, University of Maryland, and APCO Worldwide are among the organizations competing for honors in the 2007 Platinum PR Awards. Presented by PR News, the leading trade publication among communicators, this highly competitive program honors the best [PR campaigns of the year](#).

The finalists in this year's awards program include corporations, nonprofits and agencies large and small. The award winners will be announced at an October 16 awards luncheon at the Grand Hyatt in New York and in [PR News's Platinum PR Awards special issue](#) in October.

The finalists were selected in 32 categories including: Annual Report, Cause-Related Marketing, Community Relations, Crisis Management, Online Communications, Employee Relations, Event Marketing, Global PR Campaign, Marketing Communications, Media Relations, PR Firm of the Year, Product Launch and Web Site. View the full list of finalists online at www.prnewsonline.com. The awards were judged by a blue-chip panel that includes PR executives from corporations, agencies, nonprofits and associations, and leading educators and industry consultants.

This year's finalists reflect the important role that public relations plays in every facet of an organization," says Diane Schwartz, vice president and group publisher of PR News. "Beyond just getting good press, PR practitioners are in the driver's seat when it comes to nearly every activity that affects a company's triple bottom line."

PR News's Oct. 15 Platinum PR Issue will profile the top PR campaigns of the year and will serve as a user's guide to PR departments of all sizes and missions. Coverage will include profiles of the top innovative campaigns, the smartest communications initiatives and the people behind them. For advertising or sponsorship information, contact Diane Schwartz at dschwartz@accessintel.com.

The awards program, sponsored by VOCUS, MWW Group, NAPS, [CKPR](#), D S Simon Productions, CommCore Consulting Group, BurrellesLuce and Medialink, is presented by the leading industry publication PR News. The PR News family of products includes PR News, the Platinum PR Awards, PR People Awards, CSR Awards, The 100 Best Case Studies Book, Guidebook to Best Practices in CSR; Guidebook to Best Practices in Measurement, Crisis Management and Media Training Guidebooks and PR News Webinars. For more information, go to www.prnewsonline.com.

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