

PR NEWS ANNOUNCES WINNERS OF NONPROFIT PR AWARDS

POTOMAC, MD, November 1, 2005 -- PR News unveiled the winners of the first annual awards program honoring communications excellence among nonprofit organizations. From the American Heart Association's battle against heart disease among women to the International Fund for Animal Welfare's fight for baby seals, the winners of this year's Nonprofit PR Awards used creative thinking and resource management to turn a mole-hill budget into a mountainous PR initiative, pushing the profession to newer and greater heights.

At the awards breakfast on Nov. 1 at the National Press Club in Washington DC, the award winners were saluted for their outstanding campaigns that resonated with national and local communities, association members, volunteers, the media and other stakeholders.

"Nonprofits are often held to a different standard than for-profit organizations and these awards reflect the particular challenges and successes of communicators who often go unrecognized," said Diane Schwartz, vice president and publisher of PR News.

The awards program, sponsored by Vocus, is presented by the leading industry publication PR News. The Nov. 2 issue of PR News features profiles of the award winners and the Nov. 9 issue features coverage of keynote speaker Christine Nyirjesy Bragale, director of media relations at Goodwill Industries International. For more information on PR News including its awards programs and other services, go to www.prnewsonline.com.

WINNERS OF PR NEWS' NONPROFIT PR AWARDS/2005

W= Winner HM= Honorable Mention

Advocacy Campaign and Lobbying Efforts

- "Protecting Our Water from MTBE" - **American Water Works Association (W)**
- "Separate and Unequal: Changing the Face of Healthcare in America"- **Hyde Park Communications (HM)**
- "Saving Illinois Parks and Wildlife" - **Public Communications Inc. (HM)**
- "The Campaign for a Better State Test for High Schools" - **Stony Point Communications (HM)**

Corporate Partnership/s

- "JA Worldwide and The Allstate Foundation Maximize A Historical Relationship to Impact Millions with JA Economics for Success" - **Allstate Insurance Company (WINNER)**
- "Switch to Cold" - **Canadian Energy Efficiency Alliance (HM)**
- "The American Nurses Association's Take Action for Healthy Blood Pressure Tour" - **Ruder Finn (HM)**
- "East Side House Settlement Gala Preview of the 2005 New York International Auto Show" - **Sharp Communications (HM)**

Crisis Management

- Media Relations Turns Kettle Crisis into Fundraising Bonanza" - **The Salvation Army (W)**
- "ASHP Responds to Flu Vaccine Price Gouging Crisis" - **American Society of Health-System Pharmacists (HM)**
- "YPCincy's Cicada Escape Zones" - **CincinnatiUSA Regional Chamber (HM)**

Event PR

- "AKC Responsible Dog Ownership Day" - **American Kennel Club (W)**
- "Que Nada Nos Detenga (Let Nothing Stop Us!) Voter Registration Campaign" – **Edelman (HM)**
- "The U-505 Submarine: Moving a National Historic Landmark" - **Museum of Science and Industry (HM)**
- The Big Picture Project" - **Professional Marketing for Hospice of Michigan (HM)**

External Publication

- "Legacy of Heroes" - **AmericanAcademy of Orthopaedic Surgeons (W)**
- "Annual Report 2005 - Wildlife Advancing Africa" - **American Wildlife Foundation (HM)**
- "La Mirada Community Calendar" - **City of La Mirada (HM)**
- Boy Scouts of America - Flint River Council" - **McRae Communications (HM)**

Fundraising and Membership Campaign

- "American Heart Association's Go Red For Women" – **Cone (W - TIE)**
- "IFAW's 2004 Seal Hunt Campaign" - - **IFAW and Edelman Public Relations Worldwide (W – TIE)**
- "The Eamonn Coghlan Team... Running to help of Our Lady's Hospital for Sick Children" - **Fleishman Hillard (HM)**
- "Living Generously Does a World of Good" - **Jewish Federation of Palm BeachCounty (HM)**
- "Big Brothers Big Sisters Celebrates 100 Years" - **Porter Novelli (HM)**

Internal Publication

- 2004 PGA of America Annual Report" - **The PGA of America (W)**
- "County Line" - **Palm Beach County Public Affairs Department (HM)**

Media Relations Campaign

- Namaste Charter School" - **Weber Shandwick (W)**
- "St. Jude Children's Research Hospital's *Thanks & Giving* Campaign" – **Ketchum (HM)**
- "Big Brothers Big Sisters Celebrates 100 Years" - **Porter Novelli (HM)**
- "Chihuly in the Garden" - **The Reynolds Group, Inc (HM)**
- "Shining A Light on HIV" - **STOP AIDS Project (HM)**

Organizational Brand Marketing and Communications

- "Mzansi Account" - **Fleishman-HillardSouth Africa (W)**
- "Improving the Reputation of a VA Medical Center" - **CarlT.HaydenMedicalCenter (HM)**
- "Housing Virginia Pilot Campaign" - **Housing Virginia and Carter Ryley Thomas PR (HM)**

PR on a Shoestring

- "Happy Tails" - **CollierCounty Government (W)**
- "America's Favorite Zoo" - **Tulsa Zoo (HM)**
- "Injured Marine Semper Fi Fund" - **Sightline Marketing (HM)**

Public Service Campaign

- "Knock Your Socks Off" - **American Podiatric Medical Association (W)**
- "Get Up, Get Out, Get Moving!" - **AmericanAcademy of Orthopaedic Surgeons (HM)**
- "Shining A Light on HIV" - **STOP AIDS Project (HM)**

Volunteer and Member Communications

- "Empowering Volunteers with Public Relations Resources" - **Anne Klein and Associates (W)**

Web Site

- "Building the Fort-To-Sea Trail" - **Conkling Fiskum & McCormick (W)**
- "Bob and Mary Quits Stop Smoking Campaigns" – **American Legacy Foundation (HM)**
- "Materials for the Arts Website Database" - **Friends of Materials for the Arts (HM)**
- "www.usepropane.com" - **Propane Education & Research Council with Porter Novelli (HM)**