



Connecticut Food Bank and the Wire Association International, Inc. Win “Best in Show” at 2012 PRSA Mercury Awards

Regional agencies, corporations and non-profits take home trophies in the annual competition

Glastonbury, CT, September 21, 2012 – Connecticut Food Bank in East Haven and the Wire Association International, Inc. of Guilford, both earned “Best in Show” awards at the 2012 Mercury Awards ceremony. Connecticut Food Bank won the Best in Show award in the tactical category for their newsletter, Connecticut Food News. The Wire Association International, Inc. took home the Best in Show honors for their WAI Operations Summit and Wire Expo Campaign. The Mercury Awards competition is hosted by the Connecticut Valley, Southern Connecticut and Westchester/Fairfield chapters of the Public Relations Society of America (PRSA).

In addition to the Best in Show awards, 32 trophies were handed out to winners in tactical and campaign categories. The awards were presented on Thursday, September 20, at the Pond House Grille by popular internet celebrity and recent *Live With Kelly!* host, Michael Buckley who emceed the event. The Mercury Awards competition, now in its seventeenth year, recognizes outstanding work in the public relations, communications and marketing professions. This year’s awards were judged by a PRSA sister chapter in Tulsa, Oklahoma.

The Mercury Awards were created in 1996 by the Connecticut Valley Chapter to recognize outstanding work in the public relations, communications and marketing disciplines. In 2004, all three Connecticut-based PRSA chapters joined forces to create a regional award competition, reaching all of Connecticut, Western Massachusetts, Westchester County and the Lower Hudson Valley region of New York. Information on the annual competition is available on the PRSA-CVC website at www.prsactvalley.org.

Please see attached list for all winners

About PRSA

The Public Relations Society of America (PRSA) is an individual membership professional society of more than 20,000 public relations practitioners. The Connecticut Valley Chapter (www.prsactvalley.org) serves Central, Northern and Eastern Connecticut, as well as Western Massachusetts. The Southern Connecticut Chapter (www.prsact.org) serves New Haven and New London counties, and the Westchester/Fairfield Chapter (www.prsa-wf.org) serves Fairfield County and New York’s Westchester County and Lower Hudson Valley region.



PRSA announces 2012 Mercury Award winners

The following awards were presented in the Tactical categories:

Best in Show

Connecticut Food Bank (East Haven, CT): Connecticut Food News

Media Relations For-Profit

Gold: Mason, Inc. (Bethany, CT): The United Illuminating Company: "Cooling Tips"

Silver: Georgetta Lordi Morque (Rye, NY): Pro Squash Tour

Media Relations Not-for-Profit

Gold: Stamford Hospital (Stamford, CT): Stamford Hospital's Herb Garden

Silver: Stamford Hospital (Stamford, CT): Stamford Hospital Offers New Prostate Surgery Option

Newsletters – Print

Gold: Connecticut Food Bank (East Haven, CT): Connecticut Food News

Silver: Stamford Hospital (Stamford, CT): Employee Newsletter: "Newslines"

Newsletters – Online

Gold: Mintz & Hoke Communications Group (Avon, CT): Beyond the Bin

Annual Reports Not-for-Profit

Gold: Connecticut Food Bank (East Haven, CT): Connecticut Food Bank's 2010-2011 Annual Report

Silver: Family Centers (Greenwich, CT): 2011 Annual Report: Positive Impressions

Brochures

Gold: Cheney & Company (New Haven, CT): Calendar 2012

Silver: Mintz & Hoke (Avon, CT): One Box, Countless Benefits

Special Purpose Publication

Gold: Cheney & Company (New Haven, CT): Greenhill Summer on the Hill Catalog

Silver: Cheney & Company (New Haven, CT): Hopkins School Recruitment Package

Direct Mail/Direct Response

Gold: Cheney & Company (New Haven, CT): Yale-New Haven Hospital Wish Book

Editorials/Op-Ed Columns

Gold: Adams & Knight (Avon, CT): Fusion Marketing

Video Programs/Vodcasts

Silver: Baldwin Media Marketing (Newington, CT): The New McLean Healthcare Series



Creative Tactics

Gold: Robin Leedy & Associates (Mount Kisco, NY): How Do You Say "Oscilloccinum" Video and Sweepstakes

Silver: Mason, Inc. (Bethany, CT): Connex Credit Union: Vice President of Unbanking

Websites

Gold: Mason, Inc. (Bethany, CT): Acadia Insurance Website

Silver: Cheney & Company (New Haven, CT): Greenhill School Website

Non-Traditional Communications

Gold: Robin Leedy & Associates (Mount Kisco, NY): Cystex Better Bladder Challenge

Silver: Adams & Knight (Avon, CT): We Love Upstate New York

The following awards were presented in the Strategic Campaign categories:

Best in Show

Wire Association International, Inc. (Guilford, CT): WAI Operations Summit & Wire Expo Campaign

Community Relations For-Profit

Gold: Adams & Knight (Avon, CT): We Love Upstate New York

Community Relations Not-for-Profit

Gold: MAD Communications (East Hampton, CT): Building a Stronger Community

Special Events & Observances

Gold: Mason, Inc. (Bethany, CT): Closer to Free Bike Ride: A Ride for Smilow Cancer Center at Yale-New Haven Hospital

Public Affairs Campaign

Gold: Connecticut Education Association (Hartford, CT): A View from the Classroom

Marketing Products and Services

Gold: Wire Association International, Inc. (Guilford, CT): WAI Operations Summit & Wire Expo Campaign

Silver: Mintz & Hoke (Avon, CT): Evolution Floor Box

Integrated Communications For-Profit

Gold: Mason, Inc. (Bethany, CT): Connex Credit Union: Vice President of Unbanking

Silver: Mintz & Hoke (Avon, CT): ARMOR Rugged Computers

Integrated Communication Not-for-Profit

Gold: Co-Communications (Farmington, CT): TAG You're It!

Silver: Connecticut Economic Resource Center, Inc. (Rocky Hill, CT): DPH Healthcare Associated Infections Campaign