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PRSA Colorado Announces Public Relations 2009 Gold Pick Award Winners

(Denver) – May 8, 2009 – The Colorado Chapter of the Public Relations Society of America (PRSA) hosted its annual Gold Pick Awards May 7 at the Ritz-Carlton in downtown Denver. At this rip-roarious affair, top communications professionals gathered to celebrate the success of public relations in Denver. The evening honored Don Kirchoffner with the Swede Johnson Lifetime Achievement Award, Ashley Pritchard with Rookie of the Year, Cara Taylor with the Chapter Service Award, and Sonja Tuitele as PR Person of the Year. Tim Welker of Goodwill Industries of Denver and Scott Binder of Comcast Colorado were recognized as Business Persons of the Year for their commitment and service to the profession.

Don Kirchoffner of Don Kirchoffner & Associates was honored with the lifetime achievement award following a distinguished 26-year career with the U.S. Army, where he was chief of media relations for the Department of the Army. Don previously was director of communications for the Biomedical Services Division of the American Red Cross and has served as vice president of communications with Commonwealth Edison in Chicago. He is accredited by PRSA and was elected to its prestigious College of Fellows. He is a past president of the Chicago Chapter of PRSA and was recently elected to the board of directors for national PRSA.

There was a tie for the top overall score this year, allowing two public relations firms to proudly take home the 2009 Grand Gold Pick. Philosophy Communication took home the Grand Gold Pick for their entry "For Girls Only – Introducing Denver to the Secret Comedy of Women." The branded campaign for the locally written play "Girls Only" included a press kit shaped like a memory box, which intrigued the media and helped explain the concept. Philosophy's effort helped "Girls Only" sell out its entire run just four days after opening night.

JohnstonWells Public Relations won the Grand Gold Pick for their entry, "Happy Birthday, Will!," a suspenseful revealing of Goodwill Industries of Denver's 90th Anniversary. Advertisements around Denver prompted people to ask, "Who is Will?" The ensuing media buzz produced thousands of speculations with a final announcement by Mayor John Hickenlooper.

These are just a few of this year's most accomplished Colorado PR professionals who were honored with Gold Pick Awards. For the complete list of winners, please visit www.prsacoloradoblog.org.

2009 PRSA COLORADO AWARD WINNERS

SPECIAL AWARDS

2009 Grand Gold Pick

For Girls Only - Introducing Denver to the Secret Comedy of Women
Philosophy Communication - Jen Miller, Grace Markley, and Michelle Francis

2009 Grand Gold Pick

Happy Birthday, Will!
JohnstonWells Public Relations on behalf of Goodwill Industries

2009 Nonprofit Award

Happy, Healthy Cat Campaign
Morris Animal Foundation - Heidi Jeter

2009 Business Person of the Year

Scott Binder
Comcast Colorado

2009 Business Person of the Year

Tim Welker
Goodwill Industries of Denver

2009 Rookie of the Year

Ashley Pritchard
Denver Art Museum

2009 PR Person of the Year

Sonja Tuitele
Aurora Organic Dairy

2009 Chapter Service Award

Cara Taylor
First Data Corporation

2009 Swede Johnson Lifetime Achievement Award

Don Kirchoffner, APR, Fellow PRSA
Don Kirchoffner & Associates

GOLD PICKS

2009 Events and Observances (7 or fewer days)

Live at the DNC...It's a GO -Tag!
First Data Marketing and Communications

2009 Events and Observances (7 or more days)

Mile High United Way Month Trots into Denver
Xstatic Public Relations

2009 Public Service – Associations/Nonprofit Organizations

Supporting Our Fire Heroes with Cups and Cones
Carmichael Lynch Spong with Dunkin' Brand Community Foundation

2009 Reputation and Brand Management

Taking Fair Trade Further
Carmichael Lynch Spong with TransFair U.S.A.

2009 Events and Observances (7 or fewer days)

Refuge Roundup 2008: Journey to the Old West
U.S. Fish and Wildlife Service, U.S. Army, and MGA Communications for Shell Oil Co

2009 Reputation and Brand Management – Nonprofit Organizations

Happy, Healthy Cat Campaign
Morris Animal Foundation - Heidi Jeter

2009 Marketing and Consumer Products – Other

For Girls Only - Introducing Denver to the Secret Comedy of Women
Philosophy Communication - Jen Miller, Grace Markley, and Michelle Francis

2009 Marketing and Consumer Products – Food and Non-Alcoholic Beverages

Cooking with Kids to Grow the Red Robin Gourmet Burgers Brand
Linhart Public Relations and Red Robin Gourmet Burgers

2009 Integrated Communications – Consumer Products

Educating Families About What's Really in Bread
Linhart Public Relations and Rudi's Organic Bakery

2009 Events and Observances (7 days or fewer) – Association/Nonprofit Organizations

The Children's Hospital Makes 111 Miracles Happen
GroundFloor Media and the Children's Hospital

2009 Issues Management – Associations/Nonprofit Organizations

Better Safe and Savory than Sorry
National Cattlemen's Beef Association and Cattlemen's Beef Board with GolinHarris

2009 Marketing and Consumer Services – Financial Services

LCWS Becomes an Established Denver Financial Planning Expert
SSA Public Relations - Maria Miller, Sarah Turner, and Connie Hanson

2009 Events and Observances (7 or more days) – Associations/Nonprofit Organizations

Happy Birthday, Will!
JohnstonWells Public Relations on behalf of Goodwill Industries

2009 Media Relations – Association/Nonprofit Organizations

Tiny Survivors: Colorado's Fight Against Infant Prematurity
104 West Partners and March of Dimes Colorado

2009 Video – Internal Video Program

North Parachute Ranch Drilling Technology and Simultaneous Operations Drilling
Encana Oil & Gas (U.S.A.) Inc. and Pure Brand Communications

2009 Research/Evaluation

Research Reveals Roadmap for Parent Pathways
Parent Pathways and Pure Brand Communications

2009 Media Relations – Business-to-Business

DNC Kick-Off Party
Pure Brand Communications and Brownstein Hyatt Farber Schreck

2009 Video – Internal Video Program

Aaron Huey: Founder's Day Honoree
University of Denver, University Communications

2009 Media Relations – Associations/Nonprofit Organizations

Taking Fair Trade Further
Carmichael Lynch Spong with TransFair U.S.A.

2009 Social Media

Building an Online Community for the Travel Channel
Room 214 for the Travel Channel

2009 Press Kits/Media Kits – Products

Remember Girls Only - The Memory Box Press Kit
Philosophy Communication - Jen Miller, Grace Markley and Michelle Francis

2009 Media Relations – Associations/Nonprofit Organizations

Celebrating 20 Years of Financial Education
GroundFloor Media and YACFE

2009 Newsletter (17 pages or fewer)

Rocky Mountain Health Plans' Good Health Member Newsletter
Rocky Mountain Health Plans

2009 Brochures (17 pages or more)

Rocky Mountain Health Plans' Development of a Collateral System
Rocky Mountain Health Plans

2009 Feature Stories

MWH Promotes Its Hydropower Practice with Bylined Article in Key Trade Publication
Linhart Public Relations and MWH

2009 Publications – Single Issue Newsletters/Booklets/Calendars

Metro State DNC Experts Guide
Office of College Communications - Metropolitan State College of Denver

2009 Video – External Video Programs

Online Safety - Spring Break
JohnstonWells Public Relations on behalf of Qwest Communications

SILVER PICKS

2009 Reputation/Brand Management – Business

Qdoba Builds Brand Through Creative Q-dentity Profiles and Taste Bud Politics
GroundFloor Media and Qdoba Mexican Grill

2009 Reputation/Brand Management

Advancing Humanity
Carmichael Lynch Spong with the American Humane Association

2009 Marketing Consumer Service – Other

Impressionism: Promoting a New View
Denver Art Museum

2009 Marketing and Consumer Products – Non-Packaged Goods

Shoe the World: Launching Soles United, a First-of-its-Kind Shoe Donation Program from Crocs
Linhart Public Relations and Crocs, Inc.

2009 Marketing Business-to-Business – Professional and/or Financial Services

The Vote is in...First Data Gets Noticed at the DNC
First Data Marketing and Communications

2009 Internal Communications – Business

First Data Accelerates Employee Knowledge
First Data Marketing and Communications

2009 Community Relations

A Rose By Any Other Name Wouldn't Be As Fair
Carmichael Lynch Spong with TransFair U.S.A.

2009 Public Service – Associates/Nonprofit Organizations

Helping Advance Humanity
Carmichael Lynch Spong with the American Humane Association

2009 Integrated Communications – Consumer Services

Recipe for Success
Cohn Marketing and The Orchard Town Center, Forest City

2009 Integrated Communications – Associations/Government/Nonprofit Organizations

Advancing Humanity
Carmichael Lynch Spong with the American Humane Association

2009 Events and Observances (7 or more days) – Business Products

Britto Tours America
Cohn Marketing and Developers Diversified Realty

2009 Community Relations – Associates/Nonprofit Organizations

Supporting Our Fire Heroes with Cups and Cones
Carmichael Lynch Spong with Dunkin' Brand Community Foundation

2009 Public Service – Associations/Nonprofit Organizations

Taking Fair Trade Further
Carmichael Lynch Spong with TransFair U.S.A.

2009 Media Relations – Consumer Services

Rocky Mountain Health Plans Names New President
Rocky Mountain Health Plans

2009 Media Relations – Associations/Nonprofit Organizations

Colorado's Crumbling Bridges
Pure Brand Communications

2009 Media Relations – Business-to-Business

The Breakaway Group Breaks Out in Health Care Media
Xstatic Public Relations

2009 Media Relations – Business-to-Business

CH2M Hill Sheds Light on Solar in 25 American Cities
GroundFloor Media and CH2M Hill

2009 Media Relations – Business-to-Business

Linhart PR Launches Solix: An Innovative Algae-Based Biofuel Technology Company
Linhart Public Relations - Tim Streeb, Russ Rizzo, Paul Raab

2009 Newsletters – Digital

The Gold Standard Newsletter – Digital Version
Florence M. Yeager Newmont Mining Corporation

2009 Newsletter (17 pages or fewer)

Inside the Gardens
Denver Botanic Gardens and Dressel-Martin MediaWorks, Inc.

2009 Web Site – External

Coover-Clark.com: Bringing Distinctive Design to Life
Xstatic Public Relations

2009 Web Sites – External

w00t: <http://www.johnstonwells.com/w00t>
JohnstonWells Public Relations

2009 Web Site – External

www.spacecolorado.com
Metro Denver EDC, Imulus and Pure Brand Communications

2009 Feature Stories

Article Simplifies Complex Subject: Irrevocable Life Insurance Trusts
Carmichael Lynch Spong with Foresters

2009 Annual Reports – Nonprofit Organizations

Bonfils' Annual Report to the Community
Bonfils Blood Center

2009 Blogger Campaign

Leveraging the Influence of Top Consumers Technology Bloggers to Launch Fuser.com
GroundFloor Media and Fuser

2009 Blogger Campaign

Linhart PR and Renewable Choice Energy, Green Your Phone
Linhart Public Relations - Tim Streeb, Russ Rizzo, Paul Raab

2009 Video – External Video Program

Bridges to the Future – A Nation Still at Risk: The Future of Education
University of Denver, University Communications

2009 Podcasts/Vodcast

The Incredible Podcast
JohnstonWells Public Relations on behalf of Qwest Communications

About PRSA

The Public Relations Society of America is the world's largest organization for public relations, advancing the profession and the professional. The Colorado Chapter, based in Denver, is one of 100 chapters nationwide. PRSA has nearly 32,000 professional and student members – nearly 500 of whom belong to the Colorado Chapter. For more information, visit www.PRSAColorado.org.

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