

2010 PRSA COLORADO AWARD WINNERS

SPECIAL AWARDS

2010 Grand Gold Pick

Making the Red Robin Gourmet Kid's Cook-Off Championship Sizzle
Linhart Public Relations

2010 Nonprofit Award

The Psychedelic Experience: Take a Trip!"
Denver Art Museum Communications Team

2010 Business Person of the Year

Ken Ross
President and CEO, Pinnacol Assurance

2010 Joe Fuentes Rookie of the Year Award

Rachael Tucker Dorr
Subaru

2010 PR Person of the Year

Amy Sufak
President, Red Energy Public Relations

2010 Chapter Service Award

Ericka Sauerwein
Marketing & PR Manager, Larimer Square

Julie Scott
PR Specialist, Bonfils Blood Center

Jennifer Tilliss
Sr. Account Executive, Linhart Public Relations

2010 Small Business Award

Applewood Plumbing Heating & Electric
JKD! & Company, Inc.

2010 Golden Spur Award

Audubon Surgery Center Health Scare Crisis Management
Vladimir Jones

2010 Swede Johnson Lifetime Achievement Award

Jeffrey P. Julin, APR
President and Principal, MGA Communications, Inc.

GOLD PICKS

2010 Media Relations - Consumer Products

Searing Calphalon Unison in the Heads and Hearts of America's Goddesses
Carmichael Lynch Spong

Jacobs Entertainment/ The Lodge Casino 'Expanding Gaming'
Webb PR

2010 Media Relations – Consumer Services

A New Leader is Born with Noodles & Co.
Carmichael Lynch Spong

2010 Social Media

Making Connections at the Denver Art Museum
Denver Art Museum

2010 Smart Phone Applications

R U Buzzed Smart Phone Application
Webb PR

2010 Word-of-Mouth

CO Loves CA
Pure Brand Communications

2010 Press Kits/ Media Kits/ Digital

Pinnacol Assurance New Generation Media Kits
Webb PR

2010 Newsletters – Under 17 Pages

On & Off the Wall at the Denver Art Museum
Denver Art Museum

Inside the Gardens Proves Its Value
Denver Botanic Gardens

2010 Newsletters - Digital

Stetson E-Newsletter
Pure Brand Communications

2010 Annual Report – Nonprofit Organizations

2008 Annual Report Elevates Core Values
Denver Botanic Gardens

2010 Annual Report - Digital

2008: A Year in Focus
Pinnacol Assurance

2010 Research/ Evaluation

City of Longmont Communications Audit
Xstatic PR

2010 Marketing Consumer Products - Restaurants

Making the Red Robin Gourmet Kids' Cook-Off Championship Sizzle
Linhart Public Relations

Launching a Kid's Menu for Pint-sized Mexican Food Lovers
Linhart Public Relations

2010 Marketing Consumer Services – Travel & Tourism/ Hospitality

Frisco, Colorado – A Unique Mountain Destination
Philosophy Communication

2010 Marketing Business to Business Financial Services

New Financial Services Firm Seizes Opportunity in Crisis
Linhart Public Relations

2010 Integrated Communications – Nonprofit Organizations

The Psychedelic Experience: Take a Trip!
Denver Art Museum

SILVER PICKS

2010 Media Relations

The Media Eat Up Qdoba's Kids Meals
GroundFloor Media and Qdoba Mexican Grill

2010 Media Relations – Consumer Services

Connected Care: Bringing Telehealth Services to Colorado's Medically Underserved
Linhart Public Relations

2010 Component Award, Traditional Media, Business-to-Business

TeleTech 2009 Media Relations Program
InView Communications

2010 Books

A 45-Year History of the Metro Wastewater Reclamation District
Metro Wastewater Reclamation District

2010 Annual Report

A Day in the Life of JFS
Jewish Family Service

2010 Reputation/ Brand Management - Business

Applewood Plumbing Heating & Electric
JKD! & Company, Inc.

2010 Events & Observances – Seven or fewer days

Spring Spin. One Good Turn to Benefit Another
Peri Marketing & Public Relations, Inc.

Making the Red Robin Gourmet Kids' Cook-Off Championship Sizzle
Linhart Public Relations

2010 Events & Observances Associations/Nonprofits – Seven or fewer days

Hot Rocks Griller Challenge
Peri Marketing & Public Relations, Inc.

2010 Public Service / Government

Dude, UR an Idiot
Webb PR

CDOT 'Plan Ahead Colorado'
Webb PR

2010 Marketing Consumer Products – Food & Non-Alcoholic Beverages

A Smashing Opportunity – Selling Smashburger Franchises
Philosophy Communication

2010 Marketing Consumer Products - Restaurants

Launching a New High-end Brazilian Steakhouse During a Sluggish Economy
Linhart Public Relations

2010 Crisis Communication/ Business

Protect Pinnacle
Webb PR

2010 Crisis Management/ Business

Audubon Surgery Center Health Scare Crisis Management
Vladimir Jones

2010 Crisis Communications

Drug Diversion 101
GroundFloor Media

2010 Internal Communications - Business

Helping tw telecom employees understand and deliver on the company's new brand promise
tw telecom

2010 Internal Communications - Business

Xstatic Rolls Out the Red Carpet for the New Oncure
Xstatic Public Relations

2010 Multicultural Public Relations/ Government

CDOT Hispanic DUI 'Toma Control, Vive!'
Webb PR

2010 Integrated Communications

Uncover the Genius
Philosophy Communication

2010 Integrated Communications – Consumer Services

Lindsey is Epic. A Vonnumental Campaign for the 2010 Olympic Games
Vail Resorts

2010 Integrated Communications – Nonprofit Organization

The Children's Hospital 2009 Influenza Campaign
The Children's Hospital