



## **FOR IMMEDIATE RELEASE**

**CONTACT: Kayla Egbert**

772-242-2342 - office

407-529-6937 - cell

[kegbert@fau.edu](mailto:kegbert@fau.edu)

### **FPRA recognizes Treasure Coast Public Relations professionals at Golden Image Awards banquet**

Stuart, FL – Six members of the Treasure Coast Chapter of the Florida Public Relations Association (FPRA) were presented with Golden Image Awards for excellence in public relations programming at FPRA’s recent annual conference in Orlando.

The Golden Image Awards competition is conducted annually by FPRA to recognize outstanding public relations programs across the state and to encourage and promote the development of public relations professionalism. Winners of this prestigious awards competition are selected from numerous statewide entries and demonstrate the very best examples of innovation, planning, and design.

There are three levels of awards: Golden Image Awards are presented to the highest scoring entries in each division; Awards of Distinction are given to entries that meet the standards of excellent set by the panel of judges; while the Judges’ Awards recognize outstanding entries that achieve maximum results, using a minimal amount of money.

This year’s judges consisted of out-of-state, accredited PR practitioners from PRSA, accredited and certified FPRA members who came from the Council of Past State Presidents and senior practitioners in FPRA’s Counselors’ Network who have at least 10 years of experience practicing public relations and have a history of winning Golden Image Awards.

The Golden Image Awards competition includes four divisions of categories:

- Public Relations Programs
- Printed Tools of Public Relations
- Digital Tools of Public Relations
- Student Projects in Public Relations

Division A Awards were presented for Public Relations Programs.

Steve Smith, Meg Cunningham and Sara Almond from the VNA received a Golden Image Award for the VNA Caregiver Conference under the Community Relations sub-category.



St. Lucie County's Communication Division received an Award of Distinction in the Crisis Communication sub-category for "Crisis Communication: Hurricane Matthew."

Division B Awards were presented for Printed Tools of Public Relations. The Firefly Group received a Golden Image Award for their "2017 Florida Ranches Calendar" in the sub-category of Poster and Calendar. United Way of Martin County earned an Award of Distinction under Annual Reports for their "2015/2016 United Way of Martin County Annual Report."

Division C recognizes Audio/Visual/Online Tools of Public Relations. Vicki Davis and Kherri Anderson received a Judges' Award for their Public Service Video, "Count Me In Too, 2016!" Cindi Green, RN, APR of the Florida Eye Institute and Bryan Smith of 8th Avenue Studios earned an Award of Distinction for "Are You Ready to Experience TRULY Exceptional Patient Care?" within the Promotional/Marketing Video sub-category.

FPRA is dedicated to developing public relations practitioners who, through ethical and standardized practices, enhance the public relations profession in Florida. The organization's 16 professional and 12 student chapters provide professional development, networking and recognition opportunities for nearly 1,500 members across the state. FPRA is the nation's oldest public relations organization, established by Lt. Col. John Dillin, APR, CPRC in 1938. For more information, visit [www.fpra.org](http://www.fpra.org).

#### About FPRA Treasure Coast Chapter

Founded in 1984, the Treasure Coast Chapter of Florida Public Relations Association (FPRA) serves the needs of public relations professionals in Martin, St. Lucie and Indian River counties with the goal to advance the profession of public relations, promote high professional and ethical standards and build the reputation of the profession on the Treasure Coast. For more information visit: <http://www.fpratransurecoast.com/>.

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