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FOR IMMEDIATE RELEASE

Treasure Coast FPRA Chapter Announces 2016 Image Winners and Communicators of the Year

PALM CITY - The Treasure Coast Chapter of the Florida Public Relations Association (FPRA) recently honored area public relations professionals at its 23rd Annual Image Awards and Communicator of the Year event held at the Cummings Library on April 14.

Master of Ceremonies John Shainman with WPTV Ch. 5 revealed the names of the winners, while **FPRA Chapter President Erick Gill** presented the awards along with **FPRA State Foundation Chair and Treasure Coast Chapter Liaison Suzanne Sparling, APR, CPRC**.

Twelve entries were submitted with nine receiving awards. There were two members that submitted multiple entries with all of them being recognized. Entries were judged by the Jacksonville Chapter.

The Treasure Coast Chapter FPRA 2016 Image Award Winners are:

Division A – Public Relations Programs

- Public Relations Programs: Image Award, Judges' Award and Grand All Image Award – Devereux Community Based Care of Okeechobee and the Treasure Coast: **Christine Kaiser**
- Promotional Marketing: Award of Distinction and Judges' Award - Ram-For-A-Day Program: **Jennifer Trefelner, APR, CPRC** with John Carroll High School
- Public Relations/Community Relations Campaign: Dickerson Ultimate Drive Golf Tournament – St. Lucie County Office of Media Relations: **Erick Gill** with St. Lucie County
- Public Relations/Special Events: Awards of Distinction - Indian River State College One Book, One College: **Kelly Hogan & Michelle Abaldo** with Indian River State College

Division B – Printed Tools of Public Relations

- Annual Report: Judges' Award – St. Lucie County Board of County Commissioners – **Erick Gill** with St. Lucie County Office of Media Relations
- News Release: Image Award and Grand Image Award – United Way of Martin County – White Doves Holiday Project: **Nancy McCarthy, APR** with United Way of Martin County
- Brochure: Award of Distinction and Judges' Award – Strategic Planning: **Jennifer Trefelner, APR, CPRC** with John Carroll High School

Division C – Audio/Video Presentations and Social Media

- Online Engagement: Award of Distinction and Judges' Award - RamBassador Social Media Program: **Jennifer Trefelner, APR, CPRC** with John Carroll High School
- Online Promotion: Image Award and Grand Image Award - Support Ocean Science for A Better World: **Carin Campbell Smith** and Conlan Kennedy with FAU's Harbor Branch Oceanographic Institute

Communicators of the Year

Sponsored by Aztec Graphix

- Communicator of the Year for a For-Profit – Mitch Kloorfain with MitchPix and YourVoice Weekly
- Communicator of the Year for a Non-Profit/Government Agency – **Shyanne Helms** with the City of Fort Pierce
- Crisis Communicator of the Year – **Gabriella Ferraro** with the Martin County Board of County Commissioners
- Communicator of the Year for a Special Event – Sydney Liebman with HANDS of St. Lucie

Judges' Awards are given to projects that demonstrate maximum results on a minimum budget, while the Award of Distinction is presented to entries that meet the standard of excellence set by a panel of judges. The Image Award may be presented to the top-scoring entry in each category, if it meets predetermined criteria set by the judges. Grand Image Awards are presented to the best entry in each division.

For more information about FPRA Treasure Coast Chapter, please visit <http://www.fpratreasurecoast.com>.

ABOUT THE TREASURE COAST FPRA - 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.