



NEWS RELEASE

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FOR IMMEDIATE RELEASE

PRSA-NY CELEBRATES PR INDUSTRY'S BIG NIGHT AT ITS 21st ANNUAL BIG APPLE AWARDS

**Mort Zuckerman Keynote Speaker, WABC's Michelle Charlesworth and Phil Lipof Hosts,
James E. Murphy Receives John W. Hill Award
Eastman Kodak Co. With Ketchum Wins "Best of the Best"**

May 22, 2008, New York – More than 300 public relations and communications professionals attended the 21st Annual Big Apple Awards, presented by the New York Chapter of the Public Relations Society of America (PRSA-NY). The keynote speaker for the event was Mort Zuckerman, Chairman and Editor-in-Chief of U.S. News & World Report and publisher of the New York Daily News. Guest presenters Michelle Charlesworth and Phil Lipof from WABC-TV's "Eyewitness News" assisted in awarding 30 Big Apple Awards and 15 honorable mentions.

Ketchum accepted the prestigious "Best of the Best" award for its "*ThINK Before You INK! Kodak Revolutionizes the Inkjet Industry*" campaign. The consumer-friendly campaign was conducted in conjunction with The Concept Studio (TCS), Mirrorshow and Trillium. Results exceeded client expectations. Kodak achieved key global retail wins and exceeded its sales goal by 20,000 printers. The Ketchum team achieved more than 3,300 stories, reaching nearly 1.5 billion consumers worldwide.

Barri Rafferty, President of PRSA-NY, said, "As the chapter marks its 60th birthday, we celebrate the achievements of our public relations peers through the Big Apple Awards. We have honored more than 1,000 outstanding programs to date. By recognizing the best work in public relations, the Awards help the Chapter bring credibility and recognition to our profession."

The prestigious John W. Hill award was presented to James E. Murphy, Chairman and CEO, Murphy & Co., Retired Chief Marketing and Communications Officer, Accenture, for his leadership in the practice of public relations, demonstration of the highest standards of ethical conduct and his long tradition of service to his clients, profession and community.

HealthSTAR PR took home the “Best Use of Research, Measurement and Evaluation” award for GlaxoSmithKline Consumer Healthcare “*Aligning the Healthcare Community, Elite Media and Consumers Behind the Need for alli®*” The Institute for Public Relations, an independent nonprofit organization founded by PRSA, presented this award to recognize the science beneath the art of public relations™. This campaign was distinguished by research and measurement’s impact on consumer perceptions, physician recommendations, media coverage, Web site visits, and sales.

Individual achievement award recipients included Roberta Elins, Professor, Advertising & Marketing Communications, SUNY Fashion Institute of Technology, who received the Philip Dorf Award for outstanding accomplishments in mentoring PR practitioners and students; and Michael P. Rinaldo, Senior Vice President, Senior Partner, Co-Chair, Global Healthcare, Fleishman-Hillard, Inc., who received the President's Award for outstanding service and contributions to PRSA-NY.

Ann Tan from CCNY received the PRSA-NY/CCNY Stevens Scholarship Award, presented by Lynn D. Appelbaum, APR, Fellow PRSA.

Carmichael Lynch Spong took home seven Big Apple awards and two Honorable Mentions. Other multi-award-winners included Ketchum (two Big Apples and Best of Best), American Kennel Club (3 Honorable Mentions), Cohn & Wolfe (two Big Apples and one Honorable Mention), DS Simon Productions (one Big Apple, one Honorable Mention), Edelman (two Big Apples, one Honorable Mention), M. Booth & Associates (two Big Apples), GCI Group (two Big Apples, one Honorable Mention), HealthSTAR PR (two Big Apples), RF Binder Partners (one Big Apple, one Honorable mention), and Weber Shandwick (one Big Apple, one Honorable Mention).

Deborah Radman, co-chair of this year’s Big Apple Awards and president-elect of PRSA’s New York Chapter, commented, “In these economic times, clients want to see meaningful results. The Big Apple recognizes those campaigns that helped moved the needle for their client’s business and broke through the clutter in a category. We awarded creativity, a demonstrated understanding of the target audience(s), and solid research.”

The 2008 Big Apple Awards competition was open to all public relations professionals in New York, New Jersey and Connecticut for programs created in 2007 and implemented anywhere in the United States. To qualify, professionals in the Tri-State Area had to perform most or all of the actual work on the programs. A panel of judges, representing a broad range of disciplines and expertise, was selected from the most senior level and experienced representatives of the public relations industry.

A complete list of winners follows:

2008 Big Apple Winners

CAUSE-RELATED MARKETING

Novartis Pharmaceuticals Corporation with Chandler Chicco Agency

Becoming Christopher

COMMUNITY RELATIONS: BUSINESS PRODUCTS & SERVICES

Bank of America with RF | Binder Partners

Bank of America's Neighborhood Excellence Initiative

INTEGRATED COMMUNICATIONS: CONSUMER PRODUCTS & SERVICES

GlaxoSmithKline Consumer Healthcare with HealthSTAR Public Realties

Aligning the Healthcare Community, Elite Media and Consumers Behind the Need for alli®

INTERNAL COMMUNICATIONS: LESS THAN 10,000 EMPLOYEES

Carmichael Lynch Spong

Communicating with an Organization of Achievement Addicts

INTERNATIONAL COMMUNICATIONS

Bristol-Myers Squibb with CPR Worldwide USA

"B Aware" Campaign Increases Awareness of "Silent Killer" Hepatitis B in Seven Europe, Middle East and African (EMEA) Countries

MARKETING CONSUMER PRODUCTS: HEALTHCARE

GlaxoSmithKline Consumer Healthcare with HealthSTAR Public Realties

Sparking a Weight-Loss Revolution: the Launch of alli®

MARKETING CONSUMER PRODUCTS: TECHNOLOGY

Eastman Kodak Company with Ketchum, The Concept Studio, Mirrorshow and Trillium

ThINK...Before You Ink! Kodak Revolutionizes The Inkjet Industry

MARKETING CONSUMER PRODUCTS: FOOD & BEVERAGE

Rémy Martin with GCI Group

Selling on the "Black" Market: GCI Group Launches an \$8,000 Bottle of Cognac to Reinvigorate an Historic Brand

MARKETING CONSUMER PRODUCTS: PACKAGED GOODS

Hasbro Games & The National SCRABBLE Association with Carmichael Lynch Spong

Wordies Not Nerdies! Creating a SCRABBLE Sensation

MARKETING CONSUMER PRODUCTS: NON-PACKAGED GOODS

Trane with Carmichael Lynch Spong

Bringing the Value of Clean Indoor Air into Focus: The Trane CleanEffects Story

MARKETING CONSUMER PRODUCTS: OTHER

Sherwin-Williams Paint Stores Group with Carmichael Lynch Spong

From The Runway to Your Hallways

MARKETING CONSUMER SERVICES: TRAVEL AND TOURISM/HOSPITALITY

Long Island Restaurants with WordHampton Public Relations

Long Island Restaurant Week

MARKETING CONSUMER SERVICES: HEALTHCARE SERVICES

Somerset Medical Center with M Booth & Associates, Inc.

Sleep for Life: Launching a Sleep Disorders Center

MARKETING CONSUMER SERVICES: TECHNOLOGY

Joost PR Team with Cohn & Wolfe

Introducing the Future of Television

MARKETING CONSUMER SERVICES: FINANCIAL SERVICES

Bank Of America with Emanate

No Fees, No Surprises, No Kidding -- Bank of America Gives Customers the Opportunity to Make the American Dream of Homeownership a Reality with the Launch of No Fee Mortgage PLUS

MARKETING CONSUMER SERVICES: OTHER

PETCO Animal Supplies, Inc. with Carmichael Lynch Spong

On Your Bark, Get Set, PETCO!

MARKETING COMMUNICATIONS: BUSINESS TO BUSINESS: PRODUCTS

Roche with Fleishman-Hillard, Inc.

Targeted Business to Business Media Campaign Reaches Corporate Audience with Pandemic Preparedness Message

MARKETING TO SPECIAL OR MULTICULTURAL AUDIENCES: BUSINESS

Unilever with M Booth & Associates, Inc.

Vaseline Skinvoice Campaign

NEW MEDIA CAMPAIGN

Merck & Co., Inc. with GCI Group

Healthy Menu Makeovers

PUBLIC AFFAIRS: BUSINESS

AstraZeneca with Edelman

US AGAINST ATHERO

PUBLIC AFFAIRS: GOVERNMENT, ASSOCIATIONS & NON-PROFIT ORGANIZATIONS

Intercollegiate Studies Institute with G.S. Schwartz & Co., Inc.

Failing Our Students, Failing America

REPUTATION MANAGEMENT: BUSINESS - COMPANIES WITH SALES OF MORE THAN \$500 MILLION

Shell Oil Company with Burson-Marsteller

A National Dialogue on Energy Security

REPUTATION MANAGEMENT: GOVERNMENT, ASSOCIATIONS & NON-PROFIT ORGANIZATIONS

American Humane Association with Carmichael Lynch Spong

Reintroducing Humanity

SPECIAL EVENTS OR OBSERVANCES: ONE TO SEVEN DAYS: BUSINESS PRODUCTS & SERVICES

Cadbury Schweppes Americas Beverages with Cohn & Wolfe

Raising the Bar on Sports Drinks: Accelerade Challenges Athletes to Think About Protein & Endurance

SPECIAL EVENTS OR OBSERVANCES: MORE THAN SEVEN DAYS: BUSINESS PRODUCTS & SERVICES

Maytag Brand with Carmichael Lynch Spong

The Next Maytag Repairman: Could It be You?

SPECIAL EVENTS OR OBSERVANCES: MORE THAN SEVEN DAYS: GOVERNMENT, ASSOCIATIONS & NON-PROFIT ORGANIZATIONS

Life and Health Insurance Foundation for Education (LIFE) with Weber Shandwick New York

LIFE Focuses Fragmented Industry Efforts -- Life Insurance Awareness Month

USE OF BROADCAST: INCLUDING USE OF VIDEO NEWS RELEASE, B-ROLL AND/OR SATELLITE MEDIA TOUR

Parade Magazine with D S Simon Productions

What America Earns

PSA PRINT & VIDEO PUBLIC SERVICE ANNOUNCEMENT

American Lung Association in collaboration with sanofi pasteur and Cooney/Waters Group, Inc.

American Lung Association's Faces of Influenza Educational Initiative

WEBSITE: NEW OR NEWLY DESIGNED

FedEx Corporation with Ketchum and Stromberg Interactive Consulting

A Caring Conversation: Helping FedEx Employees Share the Spirit of Giving Through Blogging

INNOVATION & TECHNOLOGY

Yale University with Edelman

Open Yale Courses

2008 Honorable Mentions

CAUSE-RELATED MARKETING

Liz Claiborne Inc. with Ruder Finn, Inc.

Teaching Teens and Parents Love Is Not Abuse Online; Liz Claiborne Exposes Hidden Dangers of "Abuse Through Technology"

CAUSE-RELATED MARKETING

UJA-Federation of New York

UJA-Federation of New York's Neediest Cases Campaign

INTEGRATED COMMUNICATIONS: CONSUMER PRODUCTS & SERVICES

Panasonic with Cohn & Wolfe

Home is Where the HDTV is; Panasonic Teaches Families About Living in HD

MARKETING CONSUMER PRODUCTS: FOOD & BEVERAGE

Martek Biosciences with Carmichael Lynch Spong

Putting a Good Fat on The Fast Track: DHA Omega-3 Goes Mainstream

MARKETING CONSUMER PRODUCTS: FOOD & BEVERAGE

Wines of Germany with RF | Binder Partners

German Riesling: As Versatile as a Little Black Dress

MARKETING CONSUMER PRODUCTS: NON-PACKAGED GOODS

Maytag Brand with Carmichael Lynch Spong

Revitalizing An American Icon

MARKETING CONSUMER SERVICES: TRAVEL AND TOURISM/HOSPITALITY

New Orleans Metropolitan Convention & Visitors Bureau with Weber Shandwick

Forever New Orleans

MARKETING COMMUNICATIONS: BUSINESS TO BUSINESS: PRODUCTS

Steelcase with Peppercom

Steelcase Walkstation Launch: "Walk, Don't Run, to the Finish Line"

NEW MEDIA CAMPAIGN

Nike with GCI Group

Welcome to Sunday: GCI Introduces Nike's 2007 Rookie Class

PUBLIC AFFAIRS: BUSINESS

Progressive Bag Alliance with Edelman

Bring It Back...Your Store Recycles Plastic Bags!

PUBLIC AFFAIRS: GOVERNMENT, ASSOCIATIONS & NON-PROFIT ORGANIZATIONS

American Kennel Club

2007 Dog Lovers Barking Up Wrong Tree/Online Puppy Scam Alert

REPUTATION MANAGEMENT: GOVERNMENT, ASSOCIATIONS & NON-PROFIT ORGANIZATIONS

American Kennel Club

2006 AKC Registration Statistics

SPECIAL EVENTS OR OBSERVANCES: ONE TO SEVEN DAYS: BUSINESS PRODUCTS & SERVICES

Greater Fort Lauderdale Convention & Visitors Bureau with M. Silver Associates

Greater Fort Lauderdale Brings the Beach to Snowy Manahattan with coast(954): The First-Ever Destination Pop-Up Store

USE OF BROADCAST: INCLUDING USE OF VIDEO NEWS RELEASE, B-ROLL AND/OR SATELLITE MEDIA TOUR

Macy's with D S Simon Productions

Giant Balloons Take Flight in Preparation for Thanksgiving

PSA PRINT & VIDEO PUBLIC SERVICE ANNOUNCEMENT

American Kennel Club

2007 AKC Public Service Announcement Campaign

About the Big Apple Awards

The New York Chapter of the Public Relations Society of America established the Big Apple Awards program in 1988 to encourage excellence in public relations. Superior communications programs solve problems, change opinions and create opportunities. The Big Apple Awards program seeks to recognize communications professionals who have achieved the standards of excellence.

About PRSA-NY

The Public Relations Society of America, New York City Chapter, is one of the founding chapters of the PRSA, the world's largest professional organization for public relations practitioners. PRSA-NY was founded in 1948 and is the third largest PRSA local chapter in the United States. The chapter serves the interests of public relations professionals working in business and industry, counseling firms, government, associations, hospitals, schools, professional services firms and nonprofit organizations. Chapter board and committee members are volunteer public relations professionals who work in the NYC metropolitan area.

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