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**PRSA RICHMOND ANNOUNCES 2009 VIRGINIA
PUBLIC RELATIONS AWARD WINNERS**

A. Prescott Rowe, APR, presented with the 2009 Thomas Jefferson Award

RICHMOND, VA (June 4, 2009) -- Last night, the Richmond chapter of the Public Relations Society of America (PRSA) honored statewide organizations and companies for excellence in public relations. The 62nd annual awards ceremony was held at Lewis Ginter Botanical Garden in Richmond.

“The Virginia Public Relations Awards highlight the best and most exciting PR campaigns and initiatives from across the state,” said Alissa M. Poole, APR, president of PRSA Richmond. “We celebrated the work of talented PR professionals and recognized the importance of public relations as a tool across disciplines.”

Awards are separated into two divisions: Public Relations Programs and Public Relations Tactics. The Programs division judges comprehensive campaigns while the Tactics division judges specific components. Programs entries can receive either Silver Medallion or Silver Certificate of Merit awards, while Tactics entries can receive either Bronze Medallion or Bronze Certificate of Merit awards. Finally, a Best in Show award is earned in both divisions. The Best in Show winners are chosen from those entries earning Medallion awards.

PR Programs entries were judged for research, planning, execution and evaluation. PR Tactics entries were judged for planning and content, creativity and quality, technical excellence and results. All entries were judged by the New Orleans chapter of PRSA.

In addition to the PR awards, PRSA Richmond presented A. Prescott Rowe, APR, with the 2009 Thomas Jefferson Award for Excellence in Public Relations. He is the retired vice president of external affairs for Ethyl Corporation, the former president of the Old Dominion PRSA Chapter and an inductee in the Virginia Communications Hall of Fame.

About PRSA Richmond

PRSA Richmond is a professional association serving Central Virginia public relations practitioners. The chapter and the national organization, PRSA, share the vision of bringing professionals together to enhance the practice, to provide an exchange of

experiences and ideals, and to promote professional development. For more information visit: www.prsarichmond.org.

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LIST OF WINNERS:

Bronze Medallion: Best-in-Show

Name of Project: Utility Talk

Company Name: Department of Public Utilities

Category: Newsletter

Bronze Medallion Winners

Name of Project: Abraham Lincoln's Legacy of Leadership

Company Name: The Jepson School of Leadership Studies, University of Richmond

Category: Brochures

Name of Project: "Try this on for size" Priestly Vocations Recruitment Poster

Company Name: Catholic Diocese of Richmond/ Neathawk, Dubuque & Packett

Category: Creative Tactics

Name of Project: Gas Savings Tips Demonstration Media Event

Company Name: AAA Mid Atlantic

Category: Media Relations Tactics

Name of Project: "Life...Supplemented"

Company Name: Council for Responsible Nutrition/ CRT/tanaka

Category: Media Relations Tactics

Name of Project: Da Capo Institute Launches Vivo for Children with Autism

Company Name: Da Capo Institute/ TouchPoints Public Relations

Category: Media Relations Tactics

Name of Project: Dominion Donates \$1 million to Food Banks

Company Name: Dominion

Category: Media Relations Tactics

Name of Project: Uncovering George Washington's Boyhood Home

Company Name: The George Washington Foundation/ CRT/tanaka

Category: Media Relations Tactics

Name of Project: Dimensions 2008

Company Name: Dominion

Category: Annual Reports

Name of Project: Blogging to Engage Associates: Capital One Card President Ryan Schneider Blog

Company Name: Capital One

Category: Blogs

Name of Project: Letters to the Editor

Company Name: Virginians for Better Transportation/Charles Ryan Associates

Category: Editorials/Op-Ed Columns

Name of Project: Environmental History Video 2008

Company Name: Virginia Department of Environmental Quality/ Video Atlantic Digital

Category: External Video Programs

Name of Project: Connections- American Red Cross Newsletter

Company Name: American Red Cross Greater Richmond Chapter

Category: Newsletters

Name of Project: Utility Talk

Company Name: Department of Public Utilities

Category: Newsletters

Name of Project: Longwood Center for the Visual Arts "Arts"

Company Name: Longwood Center for the Visual Arts, Longwood University

Category: Newsletters

Name of Project: Email Newsletter

Company Name: St. Joseph's Villa

Category: Newsletters

Name of Project: Arts Liberales: The Newsletter of the Liberal Arts

Company Name: University of Richmond-School of the Arts & Sciences/Design Visions

Category: Newsletters

Name of Project: Dean's Discovery Report

Company Name: VCU School of Medicine on the MCV Campus

Category: Newsletters

Name of Project: Environmental History Booklet 2008

Company Name: Virginia Department of Environmental Quality/ Flourish Creative LLC

Category: Publications

Name of Project: War Stories

Company Name: Westminster Canterbury Richmond

Category: Publications

Name of Project: This is the Future Micro-Site

Company Name: Virginia Tech/ Neathawk, Dubuque & Packett

Category: Website

Bronze Certificate of Merit Winners

Name of Project: 2008 Annual Report

Company Name: American Red Cross Greater Richmond Chapter

Category: Annual Reports

Name of Project: Annual Report

Company Name: St. Joseph's Villa/ RunningFire Design

Category: Annual Reports

Name of Project: Undergraduate Research Report
Company Name: University of Richmond – School of the Arts and Sciences/ Design Visions
Category: Annual Reports

Name of Project: ND&P Blog
Company Name: Neathawk, Dubuque & Packett
Category: Blogs

Name of Project: 2008 Baskervill Holiday Card
Company Name: Baskervill
Category: Creative Tactics

Name of Project: "IAM1" Button
Company Name: Hampton Roads Realtors Association/ Organization Management Group
Category: Creative Tactics

Name of Project: Harvest Home
Company Name: VMD Association of Electric Cooperatives
Category: Editorials/Op-Ed Columns

Name of Project: Our Energy, Our Future
Company Name: VMD Association of Electric Cooperatives
Category: Editorials/Op-Ed Columns

Name of Project: Discover the Power in You-Cable Television Promotion
Company Name: Longwood University/ CRT/tanaka
Category: External Video Programs

Name of Project: A History of Believing
Company Name: St. Joseph's Villa
Category: External Video Programs

Name of Project: Ukrop's Flu Shot Program
Company Name: Ukrop's Supermarkets Inc./ Rhudy & Co. Communications and Marketing
Category: Media Relations Tactics

Name of Project: Boers & Boys: A Morning Down at 5 Sons Farm
Company Name: VMD Association of Electric Cooperatives
Category: Feature Stories

Name of Project: Reinventing the Oyster: A Bivalve Story
Company Name: VMD Association of Electric Cooperatives
Category: Feature Stories

Name of Project: Watt, Why & How Multimedia Video
Company Name: Appalachian Power/ Charles Ryan Associates
Category: Multimedia Communications

Name of Project: School Days Newspaper
Company Name: Henrico County Public Schools
Category: Newsletters

Name of Project: River Views
Company Name: St. Margaret's School
Category: Newsletters

Name of Project: Affinion Loyalty Group Media Kit
Company Name: Affinion Loyalty Group/ Charles Ryan Associates
Category: Press Kits/Media Kits

Name of Project: A Critical Eye: A Selection of Paintings from the Robert B. and Margaret T. Mayo Collection
Company Name: Longwood Center for the Visual Arts, Longwood University
Category: Publications

Name of Project: CarMax Multi-Media News Release
Company Name: CarMax
Category: Video News Releases

Name of Project: Watt, Why & How Website
Company Name: Appalachian Power/ Charles Ryan Associates
Category: Websites

Name of Project: Good Cents/Save on Fuel Web Site
Company Name: Bon Secours Richmond Health System/ Rhudy & Co. Communications and Marketing and Free Agents Marketing
Category: Websites

Name of Project: Newsroom Website
Company Name: Henrico County Public Schools
Category: Websites

Name of Project: School Days Online
Company Name: Henrico County Public Schools
Category: Websites

Silver Medallion Winners: Best-in-Show

Name of Project: Uncovering George Washington's Boyhood Home
Company Name: The George Washington Foundation/ CRT/tanaka
Category: Brief Events and Observances

Silver Medallion Winners

Name of Project: Grand Opening of Movieland at Boulevard Square
Company Name: Bow Tie Cinemas/ CRT/tanaka
Category: Brief Events and Observances

Name of Project: Uncovering George Washington's Boyhood Home
Company Name: The George Washington Foundation/ CRT/tanaka
Category: Brief Events and Observances

Name of Project: Tenth Annual Fur Ball
Company Name: Richmond SPCA
Category: Brief Events and Observances

Name of Project: Virginia Financial Literacy Month
Company Name: Virginia Society of CPAs
Category: Brief Events and Observances

Name of Project: Behind the Collar: Priestly Vocations Campaign
Company Name: Catholic Diocese of Richmond/ Neathawk, Dubuque & Packett
Category: Integrated Communications

Name of Project: Charles Schwab Financial Literacy and Consumer Education
Company Name: Charles Schwab & Company, Inc. and Charles Schwab Foundation/
CRT/tanaka
Category: Public Service

Name of Project: Ensure the Vote
Company Name: Virginia State Board of Elections
Category: Public Service

Silver Certificate of Merit Winners

Name of Project: ALG Community Yard Sale
Company Name: Affinion Loyalty Group/ Charles Ryan Associates
Category: Brief Events and Observances

Name of Project: CarMax Celebrates its 100th Store Opening
Company Name: CarMax
Category: Brief Events and Observances

Name of Project: Campaign to Protect Feral Cats at WRLH Fox Richmond
Company Name: Richmond SPCA
Category: Community Relations

Name of Project: Crisis Communications
Company Name: CarMax
Category: Crisis Communications

Name of Project: Watt, Why & How Campaign
Company Name: Appalachian Power/ Charles Ryan Associates
Category: Integrated Communications

Name of Project: RMA Split Plaza/ORT Integrated Communications Plan
Company Name: Richmond Metropolitan Authority
Category: Integrated Communications

Name of Project: Behind the Collar: Virginia Beach's 2008 "Live the Life" Campaign
Company Name: Virginia Beach Convention & Visitors Bureau/ BCF
Category: Integrated Communications

Name of Project: Fuel Relief Employee Communications Program

Company Name: Bon Secours Richmond Health System/ Rhudy & Co. Communications
and Marketing and Free Agents Marketing
Category: Internal Communications

Name of Project: MercerTrigiani
Company Name: MercerTrigiani/ Gate House Communications
Category: Marketing Business to Business

Name of Project: Association Branding – Medical Society of Virginia
Company Name: Medical Society of Virginia/ O’Keefe Brands/ BLT Design
Category: Reputation/Brand Management

Name of Project: This is the Future Campaign
Company Name: Virginia Tech/ Neathawk, Dubuque & Packett
Category: Reputation/Brand Management