



MASON, INC. WINS "BEST IN SHOW" AT 2011 PRSA MERCURY AWARDS

*Regional agencies, corporations and non-profits take home
Gold and Silver trophies in annual competition*

North Haven, CT, June 28, 2011. Mason, Inc. in Bethany, CT earned "Best in Show" awards for Public Relations Campaign and Tactics, respectively, at the 2011 Mercury Awards. The competition is hosted by the Southern Connecticut, Westchester/Fairfield and Connecticut Valley chapters of the Public Relations Society of America (PRSA).

The awards were presented June 23 at Fantasia in North Haven, among a total of 44 trophies handed out by emcee Tom Appleby of News 12 Connecticut. The Mercury Awards competition, now in its sixteenth year, recognizes outstanding work in the public relations, communications and marketing professions. Entries were judged by the Northwest Arkansas PRSA chapter.

The Mercury awards were created in 1996 by the Connecticut Valley Chapter to recognize outstanding work in the public relations, communications and marketing disciplines. In 2004, all three Connecticut-based PRSA Chapters joined forces to make this a regional award competition, reaching all of Connecticut, Western Massachusetts, Westchester County and the Lower Hudson Valley region in New York. Named for the Roman god of commerce and travelers – the messenger and guide of the gods -- they are designed to honor creative and strategic excellence and encourage a higher level of performance. Information on the annual competition is available on the websites of the three PRSA chapters.

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The Public Relations Society of America (PRSA) (prsa.org) is an individual membership professional society of more than 20,000 public relations practitioners. The Connecticut Valley Chapter serves Central, Northern and Eastern Connecticut, as well as Western Massachusetts (prsactvalley.org). The Southern Connecticut Chapter serves New Haven and New London counties (prsact.org), and the Westchester/Fairfield Chapter serves Fairfield County and New York's Westchester County and Lower Hudson Valley region (prsa-wf.org).

(See attached list for all winners.)

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PRSA announces 2011 Mercury winners

The following awards were presented in the **TACTICAL CATEGORIES:**

Best in Show

Mason, Inc. (Bethany, CT): Connex Credit Union Research

MEDIA RELATIONS: FOR-PROFIT

Gold: The Wakeman Agency (New York, NY): Gilles Montezin Tactical Plan
Silver: (tie) Adams & Knight, Inc. (Avon, CT): Sun & Ski Sports: Bike Samaritan
Silver: (tie) Georgetta Lordi Morque (Rye, New York): Stamford Healthcare Associates: The SOAR Method for Perfect Posture

MEDIA RELATIONS: NOT-FOR-PROFIT

Gold: Stamford Hospital (Stamford, CT): New Chief of Cardiac Surgery

NEWSLETTER

Silver: Mintz & Hoke Communications Group (Avon, CT): Pexco Employee Newsletter

MAGAZINE

Gold: Cheney & Company (New Haven, CT): Yale-New Haven Hospital *Impact*

ANNUAL REPORTS NOT-FOR-PROFIT

Gold: Connecticut Food Bank (East Haven, CT): Imagine: 2009-2010 Connecticut Food Bank Annual Report.
Silver: Family & Children's Agency (Norwalk, CT): Family & Children's Agency 2009-2010 Annual Report: "Making an Impact: Realizing Life's Possibilities"

BROCHURE

Gold: Mason, Inc. (Bethany, CT): Smilow Cancer Hospital at Yale-New Haven: Art to Healing
Silver: Adams & Knight (Avon, CT): Symmetry Partners Customizable Advisor Brochures

SPECIAL PURPOSE PUBLICATIONS

Gold: Connecticut Economic Resource Center (Rocky Hill, CT): CT Regional Institute Reports
Silver: Cheney & Company (New Haven, CT): Flintridge Preparatory School Recruitment Package

DIRECT MAIL/DIRECT RESPONSE

Gold: Adams & Knight (Avon, CT): Hartford Stage: Antony & Cleopatra
Silver: Cheney & Company (New Haven, CT): Yale-New Haven Hospital Wish Book

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VIDEO PROGRAMS/VODCASTS

Silver: Adams & Knight (Avon, CT): Council for Disability Awareness (CDA) Webinar

By-Lined Feature Stories/Articles

Gold: Catalyst Marketing Communications (Stamford, CT): The Construction Specifier Cover Feature

Silver: Adams & Knight (Avon, CT): Survey Reveals Gaps and Opportunities in Educating Employees about Voluntary Benefits

EDITORIALS/Op Eds

Gold: Mason, Inc. (Bethany, CT): The United Illuminating Company: "Energy Saving Light Bulbs Come of Age"

Silver: Mason, Inc. (Bethany, CT): The United Illuminating Company: "How to Boost Your Bottom Line & Reputation through Energy Efficiency"

RESEARCH AND EVALUTION

Gold: Mason, Inc. (Bethany, CT): Connex Credit Union Research

Silver: Adams & Knight (Avon, CT): Council for Disability Awareness's Disability Divide Research

CREATIVE TACTICS

Gold: Mason, Inc. (Bethany, CT): Connex Credit Union: Vice President of Unbanking

Silver: The Wire Association International (Guilford, CT): Interwire 2011 Marketing Poster

WEB SITES

Gold: Mason, Inc. (Bethany, CT): Hospital for Special Care Website Silver: Mintz & Hoke Communications Group (Avon, CT): Praxair Green Technologies Web Pages

NON-TRADITIONAL COMMUNICATIONS

Gold: Mason, Inc. (Bethany, CT): Connex Credit Union: Holiday Social

Silver: Adams & Knight (Avon, CT): Hartford Stage

The following awards were presented in the **STRATEGIC CAMPAIGNS CATEGORIES:**

Best in Show

Mason, Inc. (Bethany, CT): Connex Credit Union: Vice President of Unbanking

Community Relations (For Profit)

Gold: Gaffney Bennett Public Relations (New Britain, CT): Costco Wholesale

Community Relations (Not-For Profit)

Gold: Co-Communications (Farmington, CT): 2-1-1 Child Care: Free Resources for the Parent Community

Silver: Mintz & Hoke Communications Group (Avon, CT): Connect-Ability: See the Ability. See How We Can Work Together.

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PRSA announces Mercury winners

Reputation/Brand Management (For-Profit)

Silver: Gaffney Bennett Public Relations (New Britain, CT): NBCUniversal's Stamford Media Center – 2010 Community Involvement

Reputation/Brand Management (Not-For-Profit)

Gold: Co-Communications (Farmington, CT): Highlighting the Relevance of History
Silver: Westport Public Library (Westport, CT): Integrated Re-branding Package for the Westport Public Library

Special Events and Observances 1 – 7 Days:

Gold: Mason, Inc. (Bethany, CT): The United Illuminating Company: Earth Day
Silver: Catalyst Marketing Communications (Stamford, CT): 2010 Hope in Motion Campaign

Special Events and Observances More Than 7 Days:

Gold: Adams & Knight (Avon, CT): CHET Dream Big! Competition Award Ceremony
Silver: Catalyst Marketing Communications (Stamford, CT): Paint the Town Pink Campaign

Public Affairs

Gold: VMW Public Relations, LLC (Greenwich, CT): Quest for Town Approval of Venue Leads to Extensive Corporate Opportunities

Marketing Products and Services

Gold: Mason, Inc. (Bethany, CT): The United Illuminating Company: Energy Efficiency
Silver: Mintz & Hoke Communications Group (Avon, CT): Legrand/Wiremold Productivity Campaign

Crisis Communications

Gold: Mason, Inc. (Bethany, CT): Agency on Aging of South Central Connecticut
Silver: Adams & Knight (Avon, CT): Shiloh Christian Church

Multicultural Public Relations For-Profit

Gold: Bauza & Associates (Hartford, CT): the Puerto Rico Birth Certificates Awareness Campaign

Integrated Communications For-Profit Business

Gold: Mason (Bethany, CT): Connex Credit Union: Vice President of Unbanking
Silver: Mintz & Hoke Communications Group (Avon, CT): ARMOR Rugged Tablet Product Launch

Integrated Communications Not-For-Profit Business

Gold: Adams & Knight (Avon, CT): CHET Marketing & Public Relations Campaign