



## **FAMILY CENTERS WINS 2007 MERCURY GOLD AWARDS IN REGIONAL COMPETITION**

*Jim Lukaszewski of The Lukaszewski Group Named Best Practitioner of the Year*

June 7, 2007, Greenwich CT – Family Centers (Greenwich CT), won a 2007 Silver Mercury Award in the Media Relations (Not-for-Profit) category for its School Readiness Class Saved project, in a regional competition sponsored by the Public Relations Society of America (PRSA). Bill Brucker, communications director of Family Centers, was involved with the winning project and is a member of the Westchester/Fairfield Chapter of PRSA.

The awards were presented June 7 at Anthony's Ocean View in New Haven CT, among a total of 41 awards given at the twelfth annual Mercury Awards, which recognizes outstanding work in the public relations, communications and marketing professions. Entries were judged by the Portland, Oregon Chapter of the PRSA. Janet Peckinpaugh of Peckinpaugh Digital Media emceed the event.

According to Brucker, in February, 2006, Family Centers received a six-month state grant to provide preschool services to 13 children living in Greenwich public housing. In order to keep the program running after the grant ended, the organization needed to find donors who could fund the classroom for the rest of the year.

As part of that effort Family Centers shared the story of the program and its uncertain future with the *Greenwich Time*, hoping to let the community know that the program was in jeopardy if funding was not obtained.

"Thanks to the front page story in the *Greenwich Time*," Brucker said, "several people in the community contacted Family Centers to offer their financial support. These donations from the community bought us more time, and I'm happy to say the classroom is still in operation."

Family Centers ([www.familycenters.org](http://www.familycenters.org)) is a nonprofit organization based in Darien, Greenwich and Stamford, Connecticut, which offers education and human service programs for children, adults, families and communities.

The individual award for outstanding practitioner of the year was given to James E. Lukaszewski, APR, Fellow PRSA, CEO of the White Plains, NY-based The Lukaszewski Group, for his work in advancing the profession through significant achievements, involvement and reputation within the industry. Lukaszewski is a member of the Westchester/Fairfield chapter of PRSA, and has served the Society at the national level as a member of its College of Fellows; the Board of Ethics & Professional Standards, and the Corporate and Public Affairs/Government sections. Lukaszewski is a member of the Westchester/Fairfield Chapter.

The Mercury awards program is a regional PRSA competition, co-sponsored by the Westchester/Fairfield, Connecticut Valley and Southern Connecticut chapters of PRSA. It encompasses Connecticut, Western Massachusetts and Westchester County, NY, as well as adjacent New York counties not served by other PRSA chapters. Founded in 1996 and named for the Roman god of commerce and travelers, the program is designed to honor creative and strategic excellence and encourage a higher level of performance. Further details about the 2007 Mercury Awards are available on the chapter's website at [www.prsa-wf.org](http://www.prsa-wf.org).

The Public Relations Society of America (PRSA) is an individual membership national professional society of more than 20,000 public relations practitioners. The Westchester/Fairfield chapter was established in August 1965, and provides professional advancement throughout its chapter area.

### **The 2007 Mercury Award Winners**

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

#### **Best in Show**

The Connecticut Water Company (Clinton, CT) – Connecticut Water Company Rate Case

#### **Community Relations (Not-For Profit)**

Silver: MAD Communications (East Hampton, CT) – TEEG 2006 Annual Report

#### **Institutional Programs Over \$25,000**

Gold: Mason Onofrio Public Relations (Bethany, CT)– Bruegger's Emerges as a Quick, Casual Industry Leader

#### **Special Events and Observances over \$25,000:**

Silver: Tie: Mason Onofrio Public Relations (Bethany, CT) – Charleston Tea Plantation Reopening

Silver: Tie: MassMutual Financial Group (Hartford, CT) – MassMutual's 2006 Breast Cancer Awareness Campaign

#### **Special Events and Observances under \$25,000**

Silver: Mason Onofrio Public Relations (Bethany, CT) – Bruegger’s Charleston Grand Opening

**Public Affairs**

Silver: Cashman + Katz Integrated Communications (Glastonbury, CT): Keeping Connecticut Moving

**Marketing Products and Services**

Gold: Ketchum (for Aetna in Hartford): Navigating Your Health Benefits for Dummies  
Silver: Stanley-Bostitch: (New Britain, CT) Transforming An Ordinary Nail Into a Disaster-Resistant Fastener

**Internal Communications Over \$25,000**

Gold: Bridge Communication Group (Southbury, CT): Décor and You, Dressed for Success

**Internal Communications Under \$25,000**

Gold: Connecticut Water Company (Clinton, CT): Straight Talk

**Multicultural Communications (Not-for Profit)**

Silver: Mason y Bauzá (New Haven, CT) – Areyto Latino Festival

**Integrated Communications Over \$25,000**

Gold: Tie: Connecticut Education Association (Hartford, CT): Keep The Promise  
Gold: Tie: Connecticut Water Company (Clinton, CT): Connecticut Water Company Rate Case  
Silver: Tie: Ketchum (for Aetna in Hartford): All About The Benefits – Not Your Parent’s Health Insurance

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

**Best in Show**

The Archdiocese of Hartford (Hartford, CT): “Changing Lives Forever”

**Media Relations (For-Profit)**

Gold: The Kotchen Group (West Hartford, CT): York Wallcoverings  
Silver: Tie: Cashman & Katz (Glastonbury, CT): The Haunted Graveyard  
Silver: Tie: MSE (Westbrook, CT): MSE/Parrot

**Media Relations (Not-for-Profit)**

Gold: The Kotchen Group (West Hartford, CT): Warm Up America  
Silver: Family Centers (Greenwich, CT): School Readiness Class Saved

**Newsletters**

Silver: Cashman + Katz Integrated Communications (Glastonbury, CT): Jackpot

**Magazines**

Silver: Cheney & Company (New Haven, CT) – Quinnipiac University School of Business Magazine

**Annual Reports (Not-For-Profit)**

Gold: Tie: Connecticut Food Bank (New Haven, CT): Alleviating Hunger One Day At A Time  
Gold: Tie: The Community Renewal Team (Hartford, CT): The Faces Behind The Figures

**Brochures**

Gold: The Archdiocese of Hartford (Hartford, CT): Changing Lives Forever

Silver: Cheney & Co. (New Haven, CT): High School Search Brochure, Schools of the Sacred Heart

### **Special Purpose Publications**

Gold: Tie: Cheney & Co., (New Haven, CT): Stationery Suite – Church of the Holy Spirit

Gold: Tie: Ketchum (for Aetna in Hartford): Navigating Your Health Benefits for Dummies

Silver: Cheney & Co., (New Haven, CT): Cheney & Co. Calendar 2007 – Things That Go Together

### **Video Programs**

Gold: Tie: Adams & Knight Advertising/Public Relations (Avon, CT): Hartford Stage – A *Christmas Carol* Appeal

Gold: Tie: Adams & Knight Advertising/Public Relations (Avon, CT): United Way 2006 Annual Giving Video

Silver: First Experience Communications (Glastonbury, CT) – CPCA – Expanding Connecticut’s Health Safety Net

### **Television Public Service Announcements (PSAs)**

Gold: Cashman + Katz Integrated Communications (Glastonbury, CT): New Home

### **Bylined Stories/Articles**

Gold: Adams & Knight Advertising/Public Relations (Avon, CT): ArtStamps Associated Press Article

### **Creative Tactics**

Gold: Tie: The Kotchen Group (West Hartford, CT): Budget Fashionista

Gold: Tie: Cashman + Katz Integrated Communications (Glastonbury, CT): Unclaimed Classic Lotto Jackpot

Silver: Mason Onofrio Public Relations (Bethany, CT) – Bruegger’s Patriotic Bagels, 2006

### **Interactive Media**

Gold: Ketchum (for Aetna in Hartford, CT): All About The Benefits – Not Your Parents’ Health Insurance

Silver: Connecticut Economic Resource Center (Hartford, CT): CERC Website

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