



**ADAMS & KNIGHT AND CHENEY & COMPANY WIN "BEST IN SHOW" AT  
2008 PRSA MERCURY AWARDS**

*Jenny Smith of Pita Communications Named Outstanding Practitioner of the Year*

**NEW HAVEN, CT, June 13, 2008.** Adams & Knight Advertising/PR in Avon, CT and Cheney & Company of New Haven, CT have earned "Best in Show" awards for Public Relations Campaign and Tactics, respectively, at the 2008 Mercury Awards, hosted by the Southern Connecticut, Westchester/Fairfield and Connecticut Valley chapters of the Public Relations Society of America.

The awards were presented June 12 at Anthony's Ocean View in New Haven, among a total of 38 awards given at the thirteenth annual Mercury Awards, which recognizes outstanding work in the public relations, communications and marketing professions. Entries were judged by the Kentucky Bluegrass Chapter of the PRSA. Matt Scott of WTNH-Channel 8 emceed the event.

Adams & Knight Advertising/PR's award was for its integrated communications plan for the Renzulli Learning Integrated Campaign, which was cited by the judges as a "near-perfect campaign" for its "specific and measurable goals" and "clearly identified target audience and sound planning." Cheney & Company won for its Fairfield College Preparatory School Recruitment Package, which the judges praised for its "clearly stated objectives", and creativity, citing that "every piece of this program was appealing to the identified target audiences." (See attached list for all winners.)

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**PRSA announces 2008 Mercury winners**

The individual award for outstanding practitioner of the year was given to Jenny Smith, Director of Public Relations for Pita Communications in Hartford, CT. Smith was honored for her work in advancing the profession through significant achievements, involvement and reputation within the industry. The award was presented by Diane Dawson-Brown, president of All the Best People, who praised Smith for her professionalism, pro bono work within the community and with students, and her philanthropic efforts.

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 awards competition, reaching all of Connecticut, Western Massachusetts and Westchester County and the Lower Hudson Valley region in New York. Named for the Roman god of commerce and travel – 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.

The Public Relations Society of America (PRSA) is an individual membership professional society of nearly 32,000 public relations practitioners. The Connecticut Valley Chapter serves Central, Northern and Eastern Connecticut, as well as Western Massachusetts ([www.prsa-cvc.org](http://www.prsa-cvc.org)). The Southern Connecticut Chapter serves New Haven and New London counties ([www.prsact.org](http://www.prsact.org)), and the Westchester/Fairfield Chapter serves Fairfield County and New York's Westchester County and Lower Hudson Valley region ([www.prsa-wf.org](http://www.prsa-wf.org)).

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**PRSA announces Mercury winners**

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

**Best in Show**

Adams & Knight Advertising/PR (Avon, CT) – Renzulli Learning Integrated Campaign

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

Gold: Pita Communications (Hartford, CT) – Phillip D. Bag Junk Mail Recycling Campaign – CT Resources Recovery Authority

Silver: Akins Marketing & Design (New London, CT) – Pandemic Flu Public Education – CT Department of Public Health

**Reputation/Brand Management (For-Profit)**

Gold: Mason Onofrio Public Relations (Bethany, CT) – Bruegger’s Leads Fast Casual Sector

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

Gold: Adams & Knight Advertising/PR (Avon, CT) – Travelers Claim University Opening

Silver: Mason Onofrio Public Relations (Bethany, CT) – United Illuminating Wait ‘til 8 Celebration

**Public Affairs**

Gold: Lang/Durham (Farmington, CT) – The Cambridge House Brew Pub Bill

Silver: Cashman + Katz Integrated Communications (Glastonbury, CT) – CT Community Providers Association Media Relations

**Crisis Communications**

Adams & Knight Advertising/PR (Avon, CT) – Nassau’s Furniture Closing & Grand Reopening

Silver: Mason Onofrio Public Relations (Bethany, CT) – Bigelow Tea-Imus Crisis

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

Gold: Cashman + Katz Integrated Communications (Glastonbury, CT) – National Kidney Foundation of CT – Urban Outreach Program

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

Gold: Adams & Knight Advertising/PR (Avon, CT) - Renzulli Learning Integrated Campaign

Silver: Tie: Mintz & Hoke Communication Group (Avon, CT) – Connect-Ability Campaign – CT Department of Social Services

Silver: Tie: Akins Marketing and Design (New London, CT) – Pandemic Flu Education Campaign – CT Department of Public Health

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

Gold: Aqueduct Communications Group (Southbury, CT) – The Décor Room Challenge – Décor & You

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### **PRSA announces Mercury winners**

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

#### **Best in Show**

Cheney & Company (New Haven, CT) – Fairfield College Preparatory School Recruitment Package

#### **Media Relations (For-Profit)**

Gold: The Kotchen Group (West Hartford, CT) - The LintEater Saves Lives – Gardus, Inc.

Silver: The Kotchen Group (West Hartford, CT) - Up Against The Wall – York Wallcoverings

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

Gold: First Experience Communications (Glastonbury, CT) – South Asian Bone Marrow Donor Registration Drive – Team Vinay

Silver: Family Centers (Greenwich, CT): Save the Dancing Dolphins

#### **Press Kits**

Gold: Mason Onofrio Public Relations (Bethany, CT) – Blue Moon Mexican Café

#### **Newsletters**

Gold: Mintz & Hoke Communications Group (Avon, CT) – Wiremold/Legrand

#### **Magazines**

Silver: Cheney & Company (New Haven, CT) – “Impact” – Yale New Haven Hospital

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

Gold: Family Centers (Greenwich, CT) – 2007 Family Centers Annual Report

Silver: Yale New Haven Hospital (New Haven, CT) – “Building Hope”

#### **Brochures**

Gold: Cheney & Co., (New Haven, CT) – Fairfield College Preparatory School Recruitment Package

Silver: Lang/Durham (Farmington, CT) – “Face Sickle Cell” – CT Department of Mental Health

#### **Special Purpose Publications**

Gold: Cheney & Co., (New Haven, CT) – Cheney & Co. Calendar 2008

Silver: CERC (Rocky Hill, CT) – 2007 Research Initiative

#### **Video Programs**

Gold: Mintz & Hoke Communications Group (Avon, CT) – Connect-Ability – CT Department of Social Services

Silver: Adams & Knight Advertising/PR (Avon, CT) – United Way of the Capital Area 2007 Video

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

Gold: Adams & Knight Advertising/PR (Avon, CT) – United Way of the Capital Area PSA Campaign

#### **Bylined Stories/Articles**

Gold: Adams & Knight Advertising/PR (Avon, CT) – Monument Advisor – Jefferson National

Silver: Mason Onofrio Public Relations (Bethany, CT) – InsurBanc Leasing Article

**Editorials/Op-Ed Columns**

Gold: First Experience Communications (Glastonbury,CT) – Oak Hill – Care Providers Take Responsibility to Heart

Silver: Lang/Durham (Farmington, CT) – Governor Rell’s One Thing Campaign – CT Office of Policy and Management

**Creative Tactics**

Gold: Mason Onofrio Public Relations (Bethany, CT) – Bruegger’s Chill Out Ice Coffee Promotion

Silver: The Kotchen Group (West Hartford, CT ) – I got Your Tailgate Party Right Here! – Jason DiEugenio

**Online Media**

Gold: Response (New Haven, CT) – Logitech Football Challenge

Silver: BL Companies (Meriden, CT) – BL Companies Website

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