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## Ketchum, Michelin Win 'Best of the Best'

By Editorial Staff

Ketchum and Michelin took home top honors from PRSA-New York's Big Apple Awards June 2 for the "Beyond the Driving Test" campaign.

The winning effort, which drew a large audience online, aimed to educate new drivers about tire safety.

Other top winners included Butler Associates and the Uniformed Firefighters Assn. of Greater New York for a campaign marketing the restoration of disability benefits for city firefighters. Coyne PR and Just Born Quality Confections/PEEPS won for best use of research, measurement and evaluation for a campaign highlighting how PEEPS candy moved beyond Easter into other holidays.

The chapter honored Hunter PR CEO and partner Grace Leong with the John W. Hill award for lifetime achievement in PR, while KIND Healthy Snacks senior VP of comms. Joe Cohen took home the Philip Dorf for leadership and mentorship. The Stevens Group managing partner Art Stevens was given the president's award for ethical conduct and service to the chapter and PRSA national.



L-R: Joe Cohen, Grace Leong and Art Stevens.

The event drew about 250 to the Mandarin Oriental New York. "WPIX 11 Morning News" reporter Kirstin Cole presented awards in 44 categories.

PRSA-NY also rolled two new awards. MasterCard was the first recipient of the Outstanding PR Leadership Award, which recognizes a corporate contribution to PR. And the "15 Under 35" award goes to "the most inspired and inspiring young talent" in PR in the New York metro area.

Full list of winners is at [prsany.org](http://prsany.org).

Category: PR Awards