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## PRSA-NY Presents 2018's Crop of Big Apple Awards

By Steve Barnes



M Booth and Carmichael Lynch Relate came out on top at the 2018 PRSA-NY Big Apple Awards, which were held on June 11 at the Mandarin Oriental in New York.

M Booth took home nine trophies, including the Best of the Best Award for its “Pair Up with JC Penney”

campaign, in which the retailer teamed with the Y to provide underprivileged children with undergarments. The agency also won three Big Apple Awards in the Corporate and Social Responsibility category.

Carmichael Lynch Relate ran a close second, scoring seven Big Apples, including two in the Integrated Communications category and three in Marketing Consumer Products.

Ketchum snagged four trophies and Interfuse Communications, which is part of Ketchum, brought in another two. Edelman also won four Big Apples.

**Hunter Public Relations**, The TASC Group, WE Communications, RXMOSAIC and Citizen Relations **all won three awards**. Weber Shandwick, RFIBinder, Diffusion, Makovsky, Weill Cornell Medicine, Kwitken,, Golin and GCI Health were all double winners.

Three firms—Finn Partners, **Hunter Public Relations** and The Zeno Group—**were named to the 2018 Inaugural Diversity Data Honor Roll**.

The individual awards were presented to Museum of Public Relations founder Shelley J. Spector, who took home the Philip Dorf Award; Arthur W. Page Society president Roger Bolton, who was presented with the John W. Hill Award; and Pietra PR CEO/founder Olga González, who received the President’s Award.

In addition, O'Dwyer's was cited for Best Coverage of the New York PR Community by a Trade.

To see a complete list of winners, as well as those who received honorable mentions, [click here](#).