

APRIL 18, 2017

## PRSA-NY Announces Finalists for 2017 #BigApplePR Awards

*Sixty-four campaigns and spotlight award entries will be honored during the 30th annual #PR industry award program celebrating excellence in communications.*

The Public Relations Society of America-New York Chapter (PRSA-NY) is proud to announce the finalists for the 2017 Big Apple Awards, a prestigious annual awards program honoring outstanding public relations campaigns and projects developed or implemented in and around New York City.

More than 160 entries were evaluated by teams comprised of senior-level communications practitioners representing a broad range of disciplines and expertise. The 60+ judges reviewed and scored the entries using an online portal and then met in person for roundtable deliberations to ultimately determine the finalists. Nearly 70 campaigns and spotlight award entries were selected for recognition.

Category winners are eligible to be named overall winners for the "Best Use of Research," "Best Business/Campaign Outcomes" and "Best of the Best" awards.

The finalists encompass entries from 37 unique agencies and in-house communications teams. The category winners and honorable mention recipients will remain strictly confidential until announcements are made during the PRSA-NY's 2017 Awards gala on Monday evening, June 12th at the Grand Hyatt New York.

The celebratory evening will include a networking cocktail hour, dinner, and presentation ceremony. Elias Buchwald, a founder of Burson-Marsteller and former president of PRSA-NY, will be honored as the Founder of the Big Apple Awards 29 years ago. Throughout the evening, the John W. Hill award for outstanding lifetime achievements in public relations; the Philip Dorf for leadership and mentorship; and the President's Award for ethical conduct and outstanding service.

## The 2017 Big Apple Awards finalists include:

- Allison + Partners for Progressive Insurance  
Progressive Keys to Progress- Helping Veterans In-Need Get Back On The Road
- AOL MAKERS PR  
MAKERS Supports First Lady Michelle Obama and Let Girls Learn with "This Is For My Girls"
- APCO Worldwide for Welltower  
Welltower Celebrates Alzheimer's Awareness Day
- Burson Marsteller  
Together Being More
- Burson Marsteller for Bank of America  
Bank of America: Research, Relationships and Resources for Small Businesses
- Burson Marsteller for Bank of America  
Rewriting the Narrative – Elevating Bank of America's Leadership Through Exploration of Modern Homebuying Trends
- Calvary Hospital  
From Darkness to Light: Restoring Life to a 135-year-old Torah Scroll
- Carmichael Lynch Relate for U.S. Bank  
U.S. Bank Inspires Communities to Achieve Possible
- Carmichael Lynch Relate for U.S. Bank  
U.S. Bank Inspires with the Power of Possible
- Citizen Relations for Mr. Clean  
The Search for #TheNextMrClean
- Cooper Katz & Company for Memorial Sloan Kettering Cancer Center  
Identifying and Addressing the Barriers to Cancer Clinical Trial Participation
- Coyne PR for Pacira Pharmaceuticals, Inc.  
Choices Matter Campaign Combats Gateway to the Opioid Epidemic
- Crenshaw Communications for Wearsafe Labs  
(Wearable) Safety First! Crenshaw Communications & Wearsafe Labs
- Diffusion for CyberLink  
Binge Watching to Victory: How to break a world record and launch CyberLink's PowerDVD to mainstream
- Eff Creative for Tommie Copper Inc.  
Wearable Wellness: Tommie Copper
- GCI Health for Abbott  
The Launch of Absorb: The First-of-Its-Kind Fully Dissolving Heart Stent

- GCI Health for Biogen  
Biogen Helps Those Living with Relapsing Multiple Sclerosis Reimagine Life
- GCI Health for Pfizer  
Bringing ReAI Talk to the RA Community
- GCI Health for Pfizer  
Pfizer Uses "Individual Voices" to Bring CSR Programs to Life
- GCI Health for Merck  
America's Diabetes Challenge: Get to Your Goals
- Havas PR for The American Association of Advertising Agencies  
The 4A's: An Industry Under Fire Comes Out Swinging
- Hebrew Public  
President's Report
- Hofstra University  
#HofDebate16
- Hunter Public Relations for LACTAID®  
LACTAID® Milk Helps Normalize Dairy Sensitivity with No More #DairyEnvy Campaign
- Hunter Public Relations for VISINE®  
VISINE® #ScreenOn
- ICR for U.S. Concrete  
ICR + USCR: A Breakthrough in Reputation & Growth
- Ketchum for Mastercard  
Mastercard Cashes In On the Next Generation of Payments
- Ketchum Inc. for Takeda Pharmaceuticals  
IBD Unmasked
- Lion + Lamb Communications for W New York  
Yurt Alert at W New York's Outdoor Glamping Suite
- Litzky Public Relations for Hasbro, Inc.  
Play-Doh Marks 60 Years with Unprecedented Media Coverage
- M Booth for Carnival Cruise Line  
That Ship Hasn't Sailed: Launching Carnival Vista
- M Booth for Patrón  
Thousands of Margaritas, Only One Patrón  
Patrón Margarita of the Year 2016
- M Booth and VP+C for JCPenney  
JCPenney Launches Shopping Destination for Plus-size Women

- M+C Saatchi PR for IT'SUGAR  
IT'SUGAR ONE SCARY ELECTION
- Marina Maher Communications for Merck  
Building Recognition and Affinity for a Bold Initiative to #EndMaternalMortality
- Marina Maher Communications for U by Kotex, Kimberly-Clark  
U by Kotex Brings Women's Ideas to Life via The Period Projects. Opens World's First and Only Period Shop
- MSLGROUP  
Conversation 2 Commerce
- MSLGROUP  
Like A Girl Emojis
- New York Institute of Technology  
NYIT: The Future is Ours
- Padilla for Be The Match  
Be The Match Mother's Day
- Padilla for Consorzio del Prosciutto di Parma  
From Obsolete to Cutting Edge: Reinvigorating Prosciutto di Parma's Web Presence
- Padilla for Niagara Conservation  
#WhatTheFlush: Disrupting the Water Conservation Conversation
- Padilla for North Carolina Sweet Potato Commission  
#SweetPotatoToast: Disrupting 2016 Food Trends
- Padilla for U.S. Highbush Blueberry Council  
Goodness Frozen: Warming Consumer Appetites to Frozen Blueberries
- Red PR for Ouidad  
This Curl Is On Fire
- RF|Binder for The Rockefeller Foundation  
Insight Dialogues presented by The Rockefeller Foundation
- Russo Partners LLC for Axovant Sciences  
Huddle Up for New Alzheimer's Treatments Campaign
- Rx Mosaic Health and FCB Health  
Perfectly Imperfect
- Stern Strategy Group and The Gate New York  
CMA "You've Got to Earn It" Campaign
- The TASC Group for LifeSci Advisors  
Not an Exact Science: Advancing Gender Diversity in Biotech
- The TASC Group for RushCard and Russell Simmons  
Russell Simmons/RushCard Overcome Technology Failure and Bank Run
- Text 100  
Defining Cognitive Creativity with IBM Watson



- U.S. Military Academy Public Affairs Office  
Raised Fist Photo Creates Controversy at West Point
- Verizon, 300 Entertainment, KWL Management, IW Group, Lagrant Communications and VPE Public Relations  
Verizon #freestyle50
- Xavier High School  
Xavier is a Part of You: Xavier High School's 2016 Admissions Video

"The Big Apple Awards pay tribute to outstanding work across the entire spectrum of communications—from comprehensive PR campaigns to targeted work in media and influencer relations," explained Olga González, FGA DGA, PRSA-NY President and CEO/Founder of Pietra PR. "PRSA-NY is proud to celebrate this award-winning work and the individuals who produce it."

Additional event details, including early bird pricing and group discounts for tickets, sponsorship opportunities, and nomination forms for the individual awards are available online at <http://www.prsany.org>.

### **About the Big Apple Awards**

PRSA-NY established the Big Apple Awards in 1988 to celebrate excellence in public relations. Widely regarded as one of the industry's most prestigious accolades, the Big Apple Awards honor innovative and strategic PR campaigns and projects.

### **About PRSA-NY**

The Public Relations Society of America, New York City chapter is the industry go-to for knowledge and networking for communications professionals in the New York metro area. Established in 1947, PRSA-NY is one of the founding chapters of the Public Relations Society of America, the world's largest professional organization for public relations practitioners and the third largest PRSA local chapter in the U.S. It serves the interests of public relations professionals working in business and industry, counseling firms, government, associations, hospitals, schools, professional services firms and nonprofit organizations. Chapter board and committee members are volunteer public relations professionals who work in the New York metropolitan area. For more information, please visit our website and follow us on Facebook, Twitter and LinkedIn.

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