

## **SPECIAL AWARDS**

### **Best of Show**

Seattle Art Museum for Picasso in Seattle

### **Presidents' Choice**

VA Puget Sound Health Care System for Duff McKagan and VA Puget Sound

### **Outstand Young Professional**

Anna Petrocco of Colehour+Cohen

## **PUBLIC RELATIONS COMPONENTS**

### **Op-Ed Writing**

**Totem Award:** Vital Content PR for Thirty Years of Fighting Aids: A Progress Report

### **Special Publications - Posters**

**Totem Award:** Colehour+Cohen for RePower Bainbridge Yard Sign

### **Special Publications - Brochure**

**Totem Award:** PRR for Alaskan Way Viaduct/SR 520 "We'll Get You There"

### **Technology - Social Media**

**Totem Award:** Boeing for Using Social Media to Shape Perception at the Paris Air Show

**Totem Award:** Publicis Consultants USA for Roman Meal Company's Whole Grain Challenge

**Totem Award:** Colehour+Cohen for EcoCribz Blog-a-thon

**Certificate of Excellence:** JayRay for Beatport CEO Blog Strategy Remix

### **Technology - Internet**

**Totem Award:** City of Covington for City of Covington's New Website

**Totem Award:** Frause for Downtown Seattle Association Website

### **Visual Presentations - Videos**

**Totem Award:** Colehour+Cohen for NEEA Climate Solutions "Solution Stories"

### **Annual Reports**

**Certificate of Excellence:** Colehour+Cohen for NEEA 2010 Annual Report

### **Media Relations – News Releases**

**Totem Award:** Weber Shandwick for Navigating the Phone Wars for TeleNav

**Totem Award:** Boeing for Boeing Flight Services "Storms" Paris Air Show

### **Media Relations – News Releases**

**Totem Award:** PRR for Seattle Wholesale Market Press Release

**Certificate of Excellence:** PRR for SunWise Don't Fry Day Press Release

### **Media Relations – Public Service Announcements**

**Certificate of Excellence:** Frause for Dog Doogity

## **PUBLIC RELATIONS PROGRAMS**

### **Community Relations – Government**

**Totem Award:** Colehour+Cohen for RePower Bainbridge Community-wide Launch

### **Special Events of 7 or fewer days – Business Services**

**Totem Award:** Duo PR for Ivar's Puyallup Grand Opening

**Totem Award:** Duo PR and Dream Dinners for Dream Dinners Supper Bowl

**Totem Award:** Colehour+Cohen for Rock the Bulb Kittitas County Bulb Exchange

**Certificate of Excellence:** Colehour+Cohen for Peninsula Prostate Institute Golf Classic

### **Events of 7 or fewer days – Government**

**Certificate of Excellence:** City of Covington for Destination Covington.

### **Special Events of 7 or fewer days – Non Profit**

**Certificate of Excellence:** JayRay for Be the Spark

### **Institutional Programs – Government**

**Certificate of Excellence:** Weber Shandwick for Throwing Bloggers From a Plane

### **Institutional Programs – Associations/Non-Profit Organizations**

**Totem Award:** Frause for Washington STEM

**Totem Award:** Seattle Theatre Group for Neptune Theatre launch.

### **Institutional Programs – Business Services**

**Certificate of Excellence:** Hill & Knowlton for Healthcare of the Future

### **Public Service – Government**

**Totem Award:** Colehour+Cohen for EPA Presents The National Building Competition

**Certificate of Excellence:** Frause for Is Your Wood Ready to Burn?

**Certificate of Excellence:** VA Puget Sound for VA Puget Sound Health Care System

### **Public Service – Partnerships**

**Totem Award:** Colehour+Cohen for Take Winter by Storm

### **Marketing Communications – Business to Business**

**Totem Award:** APCO Worldwide for Sustainable Aviation Fuels Northwest - Powering the Next Generation of Flight

**Totem Award:** Consultant for Setting a New Standard for Sustainable Cooking Oil

### **Marketing Communications – Consumer Products**

**Totem Award:** Edelman for Kinect for XBOX 360 Launch

**Certificate of Excellence:** Caitlin Braam Creative for Two Beers Brewing Co. Can Launch Campaign

**Certificate of Excellence:** Duo PR for Jones Soda Bacon Launch

**Certificate of Excellence:** Weber Shandwick for Motorola Photon 4G Reviews

**Certificate of Excellence:** Dream Dinners for The Hour That Matters Most: Creating a Movement in America

### **Marketing Communications – Consumer Services**

**Certificate of Excellence:** Colehour+Cohen for BECU UW Gold Debit Mastercard Launch