



2017 BIG APPLE AWARDS

Celebrating Excellence in Communications



FOR IMMEDIATE RELEASE

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PRSA-NY Announces Finalists for 2017 #BigApplePR Awards

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

NEW YORK, NY | April 18, 2017 – 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

Diffusion for Global Wireless Solutions

Global Wireless Solutions Goes for Gold for Network Connectivity in Rio

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 ReAl 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, The Gate New York and IMA

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 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](https://www.facebook.com/prsanyc), [Twitter](https://twitter.com/prsanyc) and [LinkedIn](https://www.linkedin.com/company/prsanyc).

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