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FOR IMMEDIATE RELEASE

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Orange County's Elite Public Relations Professionals Honored at 34th Annual PROTOS Awards Ceremony

*Orange County Chapter of the Public Relations Society of America
Recognizes Top PR Campaigns and Industry Leaders*

Rancho Las Lomas, Calif. – The 34th Annual PROTOS Awards, themed “Passport to PROTOS 2009” and hosted by the Orange County Chapter of the Public Relations Society of America (OC/PRSA), honored top Orange County public relations professionals and organizations for exemplary public relations campaigns and noteworthy achievements.

On Friday, June 26, about 200 top PR professionals gathered for the “Passport to PROTOS” awards event at Rancho Las Lomas in Silverado, Calif. to celebrate the industry’s most anticipated night of the year. Serving as Guest Emcee for the awards ceremony, Steve Churm of Churm Publishing announced 80 winning programs and projects from across Orange County and beyond.

“Given today’s economic climate, it was heartening to see so many amazing entries from the Orange County, as well as Los Angeles, public relations communities,” said Leisa Brug Kline, 2009 OC/PRSA President. “I’m honored to witness and celebrate some of the most strategic, creative and best public relations campaigns in the industry.”

Orange County’s public relations professionals submitted entries in nearly 40 different categories, ranging from community outreach and media relations to collateral development and multicultural programs. More than 130 submissions were reviewed by judges from a PRSA chapter in a different region of the country. Accepting the highest honor of the year, McKinley Reserve Media Group earned the “Best in Show,” total PR

program award for its entry titled “Wisconsin Natural Acres Honey – The Sweet Taste of Success.”

Taking home the most awards for the second year in a row, Bock Communications of Irvine earned six PROTOS Awards. McKinley Reserve Media, PainePR and Westbound Communications each took home three PROTOS Awards. In all, 22 companies walked away with PROTOS statues, Awards of Excellence and one Best in Show honor.

OC/PRSA also presented its annual Distinguished Service Awards, the Chapter's highest honors for an individual and an organization. This year's Distinguished Service Award for Individual honored Daniel Rhodes for his tireless and unwavering commitment to OC/PRSA. Over the past six years, Rhodes has held many positions on the OC/PRSA Board, including 2006 PROTOS Chair and 2007 OC/PRSA Chapter President. He most recently served as Chair of the PRSA Western District Conference, which was held in Orange County this past April.

The 2009 Distinguished Service Award for Organization recognized Laer Pearce & Associates (LP&A) for its remarkable 26-year legacy of unmatched positive impact on the local public relations industry and specifically OC/PRSA. LP&A staff members have served more than 22 years on the OC/PRSA Board, establishing the Chapter's accreditation program, creating a student mentorship program and serving on various conference committees. Additionally, the LP&A team has given back to the local community thorough volunteerism and fundraising.

Sponsors of the 34th Annual “Passport to PROTOS” Awards include: Presenting Sponsor Bock Communications; Pre-Party Sponsor CALTROP Corporation; After-Party Sponsor MiMedia Productions; Diamond Sponsors Global Results Communications and GolinHarris; Valet Sponsor Business Wire; Bronze Sponsors Automobile Club of Southern California (AAA), Paine PR, Public Communications Worldwide and Toledo PR; Beverage Sponsors Marketwire, PRSSA of Cal State Long Beach and The Market Connection; Andy Templeton Photography, GD Productions, Mike Frazier Design & Marketing Synergy, Morgan Marketing & Public Relations, Porter Novelli, SONNYSIDE UP! Strategic Communications and Taylor Digital.

Event photos and a complete list of PROTOS winners are available online at www.ocprsa.org/events-protos. High resolution photos are available to media upon request.

ABOUT OC/PRSA

Chartered in 1963, OC/PRSA serves and educates public relations practitioners of Orange County, Calif. The PROTOS awards began in 1975 to serve as the chapter's annual gala and to honor top members of the Orange County public relations community and their work. Monthly lunch meetings provide members an opportunity to exchange ideas with other public relations professionals and hear speakers on a wide variety of topics related to the communications field. For more information, visit www.ocprsa.org.