



CoreMessage, Inc.

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CoreMessage Receives Multiple Honors at 2009 Golden Image Awards

Tallahassee, Fla. – CoreMessage, Inc. received multiple Golden Image Award honors at the annual Florida Public Relations Association (FPRA) conference last week. The 2009 Golden Image Awards recognize outstanding public relations programs in Florida and CoreMessage was presented with several top honors in this year's competition.

“The Golden Image Awards highlights Florida's best public relations programs and practitioners and we are honored to be recognized for the third year in a row by FPRA,” said Cory Tilley, president and founder of CoreMessage. “Our team worked tirelessly to ensure both campaigns were a success and we look forward to providing our clients with strategic public relations counsel.”

Overall, CoreMessage brought home four separate awards, including the coveted Golden Image Award in the public service division for the *Explore Adoption* campaign. The initiative was also recognized with an Award of Distinction for the *Explore Adoption* 30-minute television special.

In partnership with Ron Sachs Communications, the *Explore Adoption* campaign was created after Florida Governor Charlie Crist initiated a public relations effort to educate Florida's families about public adoption and increase the number of children adopted from state care. The campaign encouraged families across the state to “explore adoption” and resulted in a record breaking 3,674 adoptions in 2008. The success of the program was carried into 2009 with more than 3,700 adoptions finalized and Governor Charlie Crist declaring July 22 as *Explore Adoption Day*.

In addition, CoreMessage was presented with a Judge's Award and an Award of Distinction for a video news release dedicated to the *Restore-A-Scar* program that aims to restore “scars” in seagrass meadows found off Florida's coasts. The video news release was sent to several South Florida news stations to further educate the public about the importance of seagrass restoration. As a result, the video aired on three television stations and reached more than 261,000 viewers with an advertisement equivalency of more than \$15,000.

“Our team is proud to be recognized for our efforts to promote the *Restore-A-Scar* program,” said Vivian Myrtetus, vice president of CoreMessage. “We are honored to have our work stand out among so many exceptional campaigns.”

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CoreMessage, Inc., founded in Tallahassee in 2001, represents a diverse group of businesses and organizations on a variety of levels in Florida and throughout the nation. For more information, visit www.coremessage.com or follow us on Twitter @coremessage.

The Florida Public Relations Association is a statewide organization of more than 1,200 public relations practitioners dedicated to advancing the industry and enhancing the professional development of its members. The association incorporates an array of local public relations professionals, including those that work in agencies, government, education, health care and not-for-profit organizations. To learn more visit www.fpra.org.