

TALLAHASSEE DEMOCRAT

CoreMessage gets Golden Image Award

Tallahassee public relations firm CoreMessage has received the Golden Image Award of the Florida Public Relations Association at the group's annual convention this week in Orlando, it was announced Wednesday.

The award was given for CoreMessage's "Yes on 1, Save Our Homes Now" campaign on the tax amendment voters passed Jan. 29. CoreMessage assisted with developing a Web site, created e-mails to supporters with the personal stories of people who could benefit from the proposal, and conducted a statewide bus tour and fly-around to generate media coverage for the amendment.



CoreMessage Receives Top Honor at State Awards Ceremony

Orlando, Fla. – CoreMessage, Inc., a public relations firm headquartered in Tallahassee, Florida, received one of the highest honors in the public relations industry during the Florida Public Relations Association's (FPRA) annual conference this week. The Golden Image Award in the public affairs division was presented to the firm for Yes on 1, SAVE Our Homes Now. This campaign advocated on behalf of the largest tax cut in Florida's history and proved successful with the passage of Amendment 1 on January 29.

"It is an honor to be recognized two years in a row by FPRA," said Cory Tilley, president of CoreMessage. "We were pleased to have had the opportunity to work on such a successful campaign and remain dedicated to providing our clients with effective public relations strategies."

To create a groundswell of excitement for Amendment 1, CoreMessage helped develop a Web site, as well as e-mailed supporters showcasing personal stories of people who

would benefit from the tax cut proposal. CoreMessage also planned and executed a bus tour and fly around in Tampa, Orlando and South Florida, which helped generate extensive press coverage throughout the state.

This year's conference also provided Vivian Myrtetus, APR, vice president of CoreMessage, with the opportunity to address conference attendees during a breakout session entitled "Politics & Public Relations." Myrtetus has extensive expertise in government and corporate communications and spoke about the changing media landscape, the importance of rapid response and the lessons she has learned over the years.

"The annual conference is a wonderful opportunity for public relations professionals throughout the state to learn and engage with one another about our ever-changing industry," said Myrtetus. "I am thrilled CoreMessage was recognized among so many talented campaigns for our work for Yes on 1, and I look forward to continuing to provide our clients with successful campaigns over the next year."

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. The firm offers a broad range of services, providing clients with fully integrated, innovative and effective public relations strategies that aim to build strong relationships between organizations and key stakeholders. For more information, visit www.coremessage.com.

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, healthcare and not-for-profit organizations. To learn more visit www.fpra-capital.org.

###