



Southwest Florida Chapter

FOR IMMEDIATE RELEASE

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**Florida Public Relations Association
Presents Annual Image Awards**

FORT MYERS, Fla. (May 9, 2006) – The Southwest Florida Chapter of the Florida Public Relations Association presented public relations practitioners from throughout Southwest Florida with 26 awards in the association’s annual Image Awards competition. The awards, which recognized some of the best public relations projects in the region in the last year, were presented May 4 at the association’s annual Image Awards Banquet.

The three top awards were:

- Grand All Image Award: “Just For The Health of It” by the Lee County Health Department; Francesca Donlan, The News-Press; and Susan Bennett Marketing & Media, L.C. This project also won an Image Award and a Judge’s Award.
- Grand Image Award: “Up on the Roof News Release” by Priority Marketing and First Assembly Ministries. The project also won an Image Award and a Judge’s Award.
- Grand Image Award: “Builders Care PowerPoint” by Priority Marketing, the Lee Building Industry Association and Builders Care. This project also won an Image Award.

The other awards were:

- Award of Distinction and Judge’s Award: “WWII Capture Living History” by Sandra Arnold, Lavah Hetzel and Bill Fassold.
- Image Award: “Builders Care Program” by Priority Marketing, the Lee Building Industry Association and Builders Care.
- Judge’s Award: “2005 99Xmas Ball Election” by Vicki Collins and Joni Schopke.
- Award of Distinction and Judge’s Award: “Hope the Dog” by Bill Fassold and Camden Smith.
- Image Award: “LCEC Response to Hurricane Wilma” by LCEC.

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- Award of Distinction and Judge's Award: "Exhibit in a Beach Bag" by Kate Gooderham, APR and Ken Gooderham.
- Award of Distinction and Judge's Award: "Lee County PugFest II" by Lee County Animal Services and Lee County Library System.
- Image Award: "The Vué Groundbreaking" by Priority Marketing and Throgmartin Company.
- Award of Distinction: "Hurricane Wilma Magazine" by LCEC Public Relations Team.
- Award of Distinction and Judge's Award: "LCEC 65th Anniversary Tabloid" by LCEC Public Relations Team.
- Image Award: "First Home, Heart Walk, Heart Lights" by Priority Marketing, First Home Builders and Promotional Incentives.
- Image Award: "Southwest Florida International Airport's Mini Map" by Lee County Port Authority, MediaSource and Alex Whitehair Design.
- Image Award: "LCEC Intranet Re-design" by LCEC Public Relations Team and LCEC Information Technology Team.

The Florida Public Relations Association is dedicated to developing public relations practitioners who, through ethical and standardized practices, enhance the public relations profession in Florida. For more information on the Southwest Florida Chapter of the Florida Public Relations Association, visit www.fpraswfl.org.

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