

SPECIAL AWARDS

Best of Show

Seattle Art Museum for Picasso in Seattle

Presidents' Choice

VA Puget Sound Health Care System for Duff McKagan and VA Puget Sound

Outstand Young Professional

Anna Petrocco of Colehour+Cohen

PUBLIC RELATIONS COMPONENTS

Op-Ed Writing

Totem Award: Vital Content PR for Thirty Years of Fighting Aids: A Progress Report

Special Publications - Posters

Totem Award: Colehour+Cohen for RePower Bainbridge Yard Sign

Special Publications - Brochure

Totem Award: PRR for Alaskan Way Viaduct/SR 520 "We'll Get You There"

Technology - Social Media

Totem Award: Boeing for Using Social Media to Shape Perception at the Paris Air Show

Totem Award: Publicis Consultants USA for Roman Meal Company's Whole Grain Challenge

Totem Award: Colehour+Cohen for EcoCribz Blog-a-thon

Certificate of Excellence: JayRay for Beatport CEO Blog Strategy Remix

Technology - Internet

Totem Award: City of Covington for City of Covington's New Website

Totem Award: Frause for Downtown Seattle Association Website

Visual Presentations - Videos

Totem Award: Colehour+Cohen for NEEA Climate Solutions "Solution Stories"

Annual Reports

Certificate of Excellence: Colehour+Cohen for NEEA 2010 Annual Report

Media Relations – News Releases

Totem Award: Weber Shandwick for Navigating the Phone Wars for TeleNav

Totem Award: Boeing for Boeing Flight Services "Storms" Paris Air Show

Media Relations – News Releases

Totem Award: PRR for Seattle Wholesale Market Press Release

Certificate of Excellence: PRR for SunWise Don't Fry Day Press Release

Media Relations – Public Service Announcements

Certificate of Excellence: Frause for Dog Doogity

PUBLIC RELATIONS PROGRAMS

Community Relations – Government

Totem Award: Colehour+Cohen for RePower Bainbridge Community-wide Launch

Special Events of 7 or fewer days – Business Services

Totem Award: Duo PR for Ivar's Puyallup Grand Opening

Totem Award: Duo PR and Dream Dinners for Dream Dinners Supper Bowl

Totem Award: Colehour+Cohen for Rock the Bulb Kittitas County Bulb Exchange

Certificate of Excellence: Colehour+Cohen for Peninsula Prostate Institute Golf Classic

Events of 7 or fewer days – Government

Certificate of Excellence: City of Covington for Destination Covington.

Special Events of 7 or fewer days – Non Profit

Certificate of Excellence: JayRay for Be the Spark

Institutional Programs – Government

Certificate of Excellence: Weber Shandwick for Throwing Bloggers From a Plane

Institutional Programs – Associations/Non-Profit Organizations

Totem Award: Frause for Washington STEM

Totem Award: Seattle Theatre Group for Neptune Theatre launch.

Institutional Programs – Business Services

Certificate of Excellence: Hill & Knowlton for Healthcare of the Future

Public Service – Government

Totem Award: Colehour+Cohen for EPA Presents The National Building Competition

Certificate of Excellence: Frause for Is Your Wood Ready to Burn?

Certificate of Excellence: VA Puget Sound for VA Puget Sound Health Care System

Public Service – Partnerships

Totem Award: Colehour+Cohen for Take Winter by Storm

Marketing Communications – Business to Business

Totem Award: APCO Worldwide for Sustainable Aviation Fuels Northwest - Powering the Next Generation of Flight

Totem Award: Consultant for Setting a New Standard for Sustainable Cooking Oil

Marketing Communications – Consumer Products

Totem Award: Edelman for Kinect for XBOX 360 Launch

Certificate of Excellence: Caitlin Braam Creative for Two Beers Brewing Co. Can Launch Campaign

Certificate of Excellence: Duo PR for Jones Soda Bacon Launch

Certificate of Excellence: Weber Shandwick for Motorola Photon 4G Reviews

Certificate of Excellence: Dream Dinners for The Hour That Matters Most: Creating a Movement in America

Marketing Communications – Consumer Services

Certificate of Excellence: Colehour+Cohen for BECU UW Gold Debit Mastercard Launch