



FOR IMMEDIATE RELEASE:

**COYNE PUBLIC RELATIONS RECOGNIZED FOR EXCELLENCE
WITH SIX 2010 PRWEEK AWARDS NOMINATIONS**

Parsippany, N.J., February 2, 2010 – Coyne Public Relations, one of the fastest growing public relations agencies in America, today announced that it is a finalist for six 2010 *PRWeek* Awards, which are given each year to the best corporate, nonprofit, agency and education teams and campaigns in the public relations industry.

“We are very excited to have six nominations for such a prestigious award,” said Tom Coyne, CEO, Coyne Public Relations. “We are proud of the work we have done and continue to do for our clients.”

Coyne Public Relations has been nominated for the following campaigns:

- Arts, Entertainment & Media Campaign of the Year: **Harlem Globetrotters – Spinning the Globe 2008-09 Tour**
- Community Relations Campaign of the Year: **Community FoodBank of New Jersey – We Can’t Let This Bank Fail!**
- Corporate Branding Campaign of the Year: **Medco Health Solutions – A Prescription for Change: Communicating the Safety Platform**
- Nonprofit Campaign of the Year: **Community FoodBank of New Jersey – We Can’t Let This Bank Fail!**
- Best Use of Social Media/Digital: **Disney Parks – “What Will You Celebrate?” Online Virtual Storyteller**
- Promotional Event of the Year: **Hasbro – Candy Land’s Sweet 60th Birthday Celebration**

The 2010 *PRWeek* Awards winners will be announced at a dinner in New York City on March 11.

ABOUT THE PRWEEK AWARDS:

A *PRWeek* Award is the highest accolade in the PR industry, given each year to the best corporate, nonprofit, and agency teams, as well as to the campaigns that they produce. The Awards highlight the important work done by PR professionals every day.

The judges comprise top professionals from the agency, corporate, nonprofit, education, and government ranks, and are among the most respected people in the industry. These top

practitioners come together voluntarily, donating their valuable time to grade campaigns, individuals, and teams.

ABOUT COYNE PUBLIC RELATIONS:

Coyne Public Relations, LLC, is a full-service public relations agency with offices in Parsippany, New Jersey and New York City. With expertise in a variety of categories, Coyne Public Relations consistently displays the knowledge and creativity that has made it one of the country's fastest growing agencies. Prominent national brands including The Walt Disney Company, Goodyear, Shell Lubricants, Medco Health Solutions, Inc., Graco Children's Products, General Mills, and Hard Rock International look to Coyne Public Relations to create high-profile public relations programs that deliver significant media results and help them attain their marketing communications goals.

In 2007 and 2009, Coyne Public Relations was named the Best Agency to Work For in America by *The Holmes Report* and one of the Top 15 Places to Work in New Jersey by *NJBIZ* magazine. Coyne Public Relations was a finalist in the category of Agency of the Year at the *PRWeek Awards* the past five of eight years and won that category in 2009. Further, Coyne Public Relations is a past recipient of numerous national accolades from numerous organizations including the Public Relations Society of America and the International Association of Business Communicators. Most recently, Coyne Public Relations was named 2009 Consumer Agency of the Year by *The Holmes Report*.

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