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**COYNE PUBLIC RELATIONS RECOGNIZED WITH
SIX HONORS AT PRSA-NJ PYRAMID AWARDS**

Parsippany, N.J., June 10, 2010 – Coyne Public Relations was the recipient of six honors last evening at the Pyramid Awards, the annual awards ceremony from the Public Relations Society of America’s New Jersey Chapter celebrating excellence in public relations. The awards dinner was held at the Basking Ridge Country Club in Basking Ridge, New Jersey.

Coyne Public Relations won three Pyramid Award categories and three honorable mentions for campaigns that spanned Coyne PR’s diverse practice areas. Coyne PR’s 2010 Pyramid Award honors are:

- In the category of Marketing Communications, medical and health-related products, services, or ideas, Coyne PR and Medco Health Solutions won for the campaign, “A Prescription for Change: Communicating the Safety Platform.”
- In the Marketing Communications, all other products, services or ideas category, Coyne PR and Goodyear won for the campaign, “Goodyear Assurance Fuel Max – Going the Extra Mile.”
- In the special events category, Coyne Public Relations and Hasbro won for the campaign, “Candy Land’s Sweet 60th Birthday Celebration.”

Coyne PR also picked up three honorable mentions:

- In the media relations category, Coyne Public Relations received honorable mentions on behalf of campaigns for Casio’s Privia Digital Piano and Shell Lubricant’s (SOPUS) Rain-X Groundhog Day Safety Campaign.
- In the Special Programs category, Coyne PR and Shell Lubricants (SOPUS Products) won an honorable mention for the Quaker State Wear Wars campaign.

“We are proud to have multiple wins for such a competitive award like the Pyramids,” said Richard Lukis, president of Coyne PR. “These awards reflect our high quality of work across our many practice areas.”

The Public Relations Society of America’s New Jersey Chapter established the Pyramid Awards to recognize excellence in public relations and communications throughout the state of New Jersey. The awards are evaluated on research, planning, execution and demonstrated results, as well as the effective use of budgets and resources.

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 PR 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., General Mills, and Hard Rock International look to Coyne PR to create high-profile public relations programs that deliver significant media results and help them attain their marketing communications goals.

With more than 50 industry honors, 2009 was a tremendous year for the agency. These honors include being named Midsize Agency of the Year by *PRWeek* and *PR News* as well as Consumer Agency of the Year and Best Agency to Work For in America by *The Holmes Report*.

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