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**COYNE PUBLIC RELATIONS WINS SILVER ANVIL AWARD  
OF EXCELLENCE AND BRONZE ANVIL**

*Agency Earns Coveted Awards for Outstanding Campaigns for the Harlem Globetrotters and  
Candy Land's Sweet 60<sup>th</sup> Birthday for Hasbro*

Parsippany, N.J., June 10, 2010 – Coyne Public Relations today announced that the agency was awarded a Silver Anvil Award of Excellence and Bronze Anvil from the Public Relations Society of America (PRSA).

The Award of Excellence, which recognizes outstanding strategic public relations planning and implementation, was presented to Coyne PR and the Harlem Globetrotters for the “Spinning the Globe: 2008-09 Tour” campaign in the Reputation/Brand Management category. The program’s year-long support included creating “Inaugural basketballs” for the hoops-loving President to being the first team to send a basketball into space, culminating in appearances on three genre mainstays – “Jon & Kate Plus 8,” “The Bachelorette,” and “Hell’s Kitchen” – before pulling off its biggest coup: placing players “Big Easy” Lofton and “Flight Time” Lang on CBS’ “Amazing Race.” The campaign garnered nearly 1.2 billion media impressions and effectively raised awareness for the classic Globetrotters brand while also re-establishing the team’s place in mainstream pop culture.

The agency was also awarded a Bronze Anvil, which honors the best public relations tactics of the year, for its work on behalf of the 60<sup>th</sup> Birthday of Candy Land. To generate awareness for the 60<sup>th</sup> Birthday of the time honored children’s game, Coyne PR turned Lombard Street, the iconic, “crookedest street in the world,” into a giant, life-sized version of the game, featuring a colored path 30,000 times the size of the actual game board.

The event for Candy Land’s 60<sup>th</sup> Birthday generated 1,500+ placements, including six national broadcast stories (CBS’ “The Early Show,” ABC’s “World News Now”, “CNN Headline News,” and Fox News Channel), local broadcast stories nationwide, and more than 400 print and online stories. The event photo was also one of Yahoo’s most e-mailed for that month.

“We are fortunate to have outstanding clients like the Harlem Globetrotters and Hasbro on our roster,” said Rich Lukis. “Both of these campaigns are the result of working not only with great brands, but with great people.”

The Silver Anvil Awards program has grown in scope and stature since its inception in 1946, and awards are now given in 59 categories and subcategories. In the 60-plus-year history of the Silver Anvils, many organizations have been recognized, including solo practitioners, agencies of all sizes, large and small businesses, top corporations, nonprofits, associations and government agencies.

**ABOUT THE PUBLIC RELATIONS SOCIETY OF AMERICA (PRSA)**

With more than 31,000 members, PRSA is the largest organization of public relations professionals and students. PRSA is comprised of 111 local Chapters organized into 10 geographic Districts; 16 Professional Interest Sections that focus on issues, trends and research relevant to specialized practice areas, such as technology, health care, financial communications, entertainment and sports, and travel tourism; and the Public Relations Student Society of America (PRSSA), which has more than 300 Chapters at colleges and universities in the United States and abroad. PRSA is headquartered in New York.

**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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