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**COYNE PR AUTOMOTIVE TEAM WINS FOUR HONORS AT THE 2010 PRSA  
HOUSTON EXCALIBUR AWARDS FOR EXCELLENCE  
Recent Wins Cap 11 Awards and Honors in 2010 for Automotive Team**

Parsippany, N.J., July 6, 2010 – The Coyne PR automotive team has taken home four awards in the **2010 PRSA Houston Excalibur Awards for Excellence**, which honors outstanding professional accomplishments in the development and execution of comprehensive public relations programs and individual communications tactics.

“These recognitions speak to dedicated hard work and creativity devoted by our passionate team,” said Joe Gargiulo, Vice President at Coyne Public Relations. “We are proud to share these honors with our great clients.”

The Coyne PR automotive team has now amassed more than 50 industry awards in five years. Honors received in the **2010 PRSA Houston Excalibur Awards for Excellence** include:

- In the “Product Launch” category, Coyne PR and Quaker State have won the Gold Excalibur Award for the campaign, “The 2009 Revitalization of Quaker State.”
- In the “Satellite Media Tour” category, Coyne PR and Shell Lubricants have won the Gold Excalibur Award for the campaign, “Motor Oil Matters.”
- In the “External Communications Campaign” category, Coyne PR and Shell Lubricants have won the Silver Excalibur Award for the campaign, “Motor Oil Matters.”
- In the “Special Event/Trade Show” category, Coyne PR and Shell Rotella have won the Bronze Excalibur Award for the campaign, “Shell Rotella Energized Protection Portfolio Launch.”

During the 2010 award season, the team took home a total of nine awards and two honorable mentions, including recent honors in the PRSA-NJ Pyramid Awards, American Marketing Association’s Houston Crystal Awards, PRSA-NY Big Apple Awards and the International Mercury Awards.

The Coyne PR automotive team's honors in the **2010 PRSA-NJ Pyramid Awards**, the annual awards ceremony from the New Jersey Chapter of PRSA celebrating excellence in public relations:

- In the "Marketing Communications," Coyne PR and Goodyear won the award for the campaign, "Goodyear Assurance Fuel Max – Going the Extra Mile."
- In the "Special Programs" category, Coyne PR and Quaker State have earned an Honorable Mention for the campaign, "Quaker State's Wear Wars."
- In the "Media Relations" category, Coyne PR and Rain-X have earned an Honorable Mention for the campaign, "Groundhog Day Safety Campaign."

The Coyne PR automotive team's honors in the **2010 AMA Houston Crystal Awards**, Houston's premier event, honoring Houston's best marketing work:

- In the category of "Marketing Campaign - New Market Segment/Product Launch," Coyne PR and Quaker State won the award for the campaign, "The Quaker State Wear Wars."

The Coyne PR automotive team's honors in the **PRSA-NY 2010 Big Apple Awards**, which recognize the accomplishments of public relations professionals in the tri-state area:

- In the "Marketing and Consumer Products; Other" category, Coyne PR and Goodyear won the award for the campaign, "Goodyear Assurance Fuel Max – Going the Extra Mile."

The Coyne PR automotive team's honors in the **2009-2010 International Mercury Awards**, which recognizes the most outstanding, creative work in communications:

- In the "Publicity, Product Launch" category, Coyne PR and Goodyear won a 2010 Silver Award for the campaign, "Goodyear Assurance Fuel Max."
- In the Special Events, Brand Awareness/Recognition" category, Coyne PR and Goodyear won a 2010 Silver Award for the campaign, "Goodyear Assurance Fuel Max."

#### **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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