

## **COYNE PUBLIC RELATIONS IS NAMED MIDSIZE AGENCY OF THE YEAR AT 2009 PR NEWS PLATINUM PR AWARDS**

### **Agency Wins Pro Bono Campaign of the Year on Behalf of The Community FoodBank of New Jersey**

Parsippany, N.J., October 22, 2009 – Coyne Public Relations was named 2009 Midsize Agency of the Year yesterday at the *PR News* Platinum PR Awards, which were held at the Grand Hyatt in New York City. This win marks the second time this year that Coyne Public Relations was named Midsize Agency of the Year. Earlier this year, the firm won in this category at the *PRWeek* Awards. The top 25-ranked agency also won in the Pro Bono category for the campaign “We Can’t Let This Bank Fail” on behalf of the Community FoodBank of New Jersey (CFBNJ) at the 2009 *PR News* Platinum PR Awards.

“This year has been amazing for the firm as we have garnered more than 50 honors and received Agency of the Year recognition from every PR outlet in the U.S.,” said Tom Coyne, CEO of Coyne Public Relations. “I am especially honored to be recognized by *PR News*, the standard bearer of information in the industry.”

Coyne Public Relations also took home honorable mention honors at the *PR News* Platinum Awards for the following campaigns: Goodyear Tire and Rubber Company for the “Goodyear ‘Get There’ Awards,” Humana for the “Freewheelin” bike-sharing program, Pennzoil’s “Platinum Poker Challenge,” Hard Rock International’s “Imagine There’s No Hunger,” Del Monte Food Corporation with its “Milk-Bone Celebrates 700 Dog Years.”

#### **ABOUT PR NEWS AND THE PLATINUM PR AWARDS:**

The *PR News* Platinum PR Awards is a celebration of the brightest, most innovative and envelope-pushing communications efforts from the previous year.

*PR News* is the most trusted, executive level, reader-supported publication that helps enhance the business impact of PR. Written for corporate PR and agency professionals and the challenges they face, *PR News* is a blueprint for the strategies, tactics and insights needed to become an even more effective and successful communicator.

**ABOUT COYNE PUBLIC RELATIONS:**

Coyne PR is one of the most recognized independent public relations agencies in the world, receiving more than 50 industry honors in 2009 alone, including Consumer Agency of the Year and the Best Agency to Work for in America by *The Holmes Report*, in addition to *PRWeek's* Midsize Agency of the Year. Coyne PR represents category leaders in consumer lifestyle (automotive, fashion & beauty, food & beverage, pet industry, retail & restaurant, sports, travel and toys & juvenile), healthcare (pharmaceutical, healthcare providers, health & fitness and healthcare instruments), technology (consumer technology and new media) and business-to-business communications. For more information, please visit Coyne Public Relations' Web site at [www.coynepr.com](http://www.coynepr.com).