



**For Immediate Release:**

## **COYNE PUBLIC RELATIONS WINS FIVE PYRAMID AWARDS**

Parsippany, N.J., May 19, 2009 – Coyne Public Relations has established itself as a real contender in 2009, having received over 24 industry awards for public relations excellence in this year alone. Most recently, the company announced that it is the recipient of five Pyramid Awards, presented by The Public Relations Society of America’s New Jersey Chapter, bringing the agency’s 2009 award total to a staggering 29.

“The Pyramid Awards are extremely well-respected in our industry and it is exciting to see this array of awards that span across all of our agency’s specialty practice groups ranging from our beauty and automotive teams to our travel and healthcare departments,” said Tom Coyne, CEO, Coyne Public Relations. “Our leadership teams have developed a reputation for providing our clients the best that Public Relations can offer in their respective industries.”

The 2009 Coyne Public Relations Pyramid Award Winners are as follows:

- In the category of *Marketing Communications*, Coyne Public Relations secured an award on behalf of its client Walt Disney World for a campaign titled: “Park-Savvy Parents Become Walt Disney World’s First Online Moms Panel.”
- In the category of *Media Relations*, the agency received recognition for its campaign it conducted on behalf of Medco titled, “A Prescription for Leadership: Medco Forges a Path to Transforming Pharmacy Care in America.”
- The agency’s “We Can’t Let This Bank Fail” campaign conducted on behalf of The Community Food Bank of New Jersey, received an award in the category of *Public/Government Affairs*.
- In the *Special Events* category, Coyne Public Relation’s Crayola account team secured an award for the 50<sup>th</sup> Birthday of the Crayola 64 Box/“Kids Choice Color” campaign.

- In the *Special Programs* category, the agency secured an award on behalf of its client Mary Kay for its campaign titled, “A Kiss for Country; Mary Kay Partners with Country Music Artists to Kiss Domestic Violence Goodbye.”

Coyne Public Relations also received Honorable Mentions for the following campaigns:

- In the category of *Brochures & Presentation/Media Kits*, for the “Shell Car Care Calendar.”
- In the category of *Marketing Communications*, for “Share and Share-a-Bike: Humana Brings Bike Sharing to the Masses.”
- In the category of *Special Events*, for “Disney Parks and NASA Send Buzz to “Infinity and Beyond” and for “Milk Bone Celebrates 700 Dog Years.”

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. The 2009 Pyramid Awards will be presented to program winners at the annual awards banquet on June 3 at the Basking Ridge Country Club.

**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, Life Savers, Shell Lubricants, Medco Health Solutions, Inc., Campbell Soup Company, Graco Children’s Products, Kraft Foods, General Mills, and Hard Rock Cafe look to Coyne PR 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 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 PR was a finalist in the category of Agency of the Year at the *PRWeek* Awards the past five of seven years and won that category in 2009. Further, Coyne PR 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 was named 2009 Consumer Agency of the Year by *The Holmes Report*.

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