

## **COYNE PUBLIC RELATIONS' ALLISON GRECO FINISHED AS A FINALIST IN TWO PRESTIGIOUS INDUSTRY AWARD PRESENTATIONS**

### **Account Executive from Award-Winning Agency Recognized For Her Stellar Work**

PARSIPPANY, N.J. and New York, N.Y. – Tom Coyne, CEO of Coyne Public Relations has a philosophy that has catapulted his agency to a top-25 national ranking and winner of numerous industry awards-- and that is to hire the best people and great work will follow. Allison Greco of Montclair, N.J. is a prime example of Mr. Coyne's tenets. Recently, Allison was named finalist in the category of Young Professional of the Year at the 2009 *PRWeek* Awards and won honorable mention at the 2008 *PR News* Awards in the category of Account Executive of the Year. A three-year veteran of the Coyne Public Relations, Greco's growth from account coordinator to account executive demonstrates her work on behalf of Coyne and its clients.

"Allison personifies who we are as an agency and her track record of being strategic and garnering results is what makes Allison a great young public relations professional," said Tim Schramm, Senior Vice President, Coyne Public Relations. "She has strong ties to key media members and works well with all of her clients; the sky is the limit for her."

During her tenure at Coyne Public Relations, Greco has played a key role in the day-to-day operations of notable lifestyle and consumer accounts including Ritz Crackers, Graco Children's Products, Cheerios, Yoplait Yogurt and the Pillsbury Bake-Off® Contest.

"I am honored to be among an esteemed group at two of the top award dinners in our industry- The *PR News* Awards and the *PRWeek* Awards," said Greco. "This is a credit to the senior management here at Coyne and the direction they have provided to me."

Greco graduated with a B.A. in Communication Studies from Montclair State University in May, 2005. While at MSU, Greco was involved in a number of campus activities and organizations including serving as Secretary of Lambda Pi Eta, the national communication honors society. In addition, she is a founding member of MSU's first A capella singing group and was part of the University's Honors Program. Born and raised in Yardley, Penn., Greco graduated from Notre Dame High School in Lawrenceville, N.J in 2001.

### **ABOUT THE PRWEEK AWARDS:**

A *PRWeek* Award is the highest accolade in the PR industry, given each year to the best corporate, nonprofit, and agency teams, as well as to the campaigns that they produce. The Awards highlight the important work done by PR professionals every day.

The judges comprise top professionals from the agency, corporate, nonprofit, education, and government ranks, and are among the most respected people in the industry. These top practitioners come together voluntarily, donating their valuable time to grade campaigns, individuals, and teams.

## **ABOUT PR NEWS:**

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 your blueprint for the strategies, tactics and insights you need to become an even more effective and successful communicator.

## **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 2008, Coyne was named the Best Agency to Work For in America by *The Holmes Report* and one of the Top 50 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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