

# **COYNE DIGITAL STUDIO WINS W<sup>3</sup> AWARD FOR DESIGNING BEST CORPORATE WEB SITE**

## **Coyne Public Relations' Web Site in National Spotlight**

Parsippany, N.J. , October xx, 2009—Tom Coyne, CEO of Coyne Public Relations, one of the fastest-growing PR agencies in the United States, announced today that the Coyne Digital Studio received a Silver W<sup>3</sup> Award in the category of corporate Web sites for the re-design of coynepr.com. Receiving nearly 3,000 entries, the W<sup>3</sup> Awards honor outstanding Web sites, Web marketing, and Web video created by some of the best interactive agencies, designers, and creators worldwide.

“The Coyne Public Relations Web site is a perfect venue for us to showcase the agency’s award-winning work of which I am extremely proud. On the Web site, you can read about our corporate culture, view our agency capabilities, take an in-depth look at our leadership team and much more,” Tom Coyne, CEO of Coyne Public Relations, said. “I believe that we have, bar none, the most talented digital studio in the nation.”

The textured, visual Web site, coynepr.com, features a transitional banner on the homepage, highlighting the agency’s latest award-winning work and campaigns, micro-sites of each industry including Food and Beverage, Sports, Travel, Fashion, Beauty, Automotive, Technology, Pet, Retail, Healthcare and more. The site also includes outlets to Coyne’s social media practices including the agency’s YouTube, Twitter, Flickr and Facebook Web sites which are embedded throughout the site.

### **ABOUT THE W<sup>3</sup> AWARDS:**

The W<sup>3</sup> Awards honors creative excellence on the Web, and recognizes the creative and marketing professionals behind award-winning sites, marketing programs, and video work created for the Web. In honoring outstanding Web sites, Web advertising, and Web video, The W<sup>3</sup> Awards is the first major Web competition to be accessible to the biggest agencies, the smallest firms, and everyone in between. Small firms are as likely to win as Fortune 500 companies and international agencies.

In its fourth year, the W<sup>3</sup> Awards received nearly 3,000 entries from ad agencies, public relations firms, interactive agencies, in-house creative professionals, Web designers, graphic designers and Web enthusiasts.

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**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).