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2017 QCPR Crown and Award of Excellence Winners Honored at Luncheon

CHARLOTTE, NC – October 31, 2017. Public Relations professionals from across the Charlotte region gathered at the Queen City Public Relations (QCPR) Awards Luncheon to celebrate this year’s Crown and Award of Excellence winners.

Awards were given in seven campaign categories, with honors for both for-profit and non-profit organizations. Crown, the highest honor, was given to 12 campaigns. Other finalists received the Award of Excellence. Kristen Miranda, a host on WBTV’s Morning Break and Morning Alert Center Anchor, served as event emcee.

The following list provides a breakdown of all winners and categories, and shows just how diverse the creative work is in the Queen City.

2017 Queen City PR Crown Award Recipients:

COMMUNITY RELATIONS

BUSINESS

Food Lion, Great Pantry Makeover

NONPROFIT

Pride Public Relations, Mission Possible for client Apparo

CRISIS COMMUNICATIONS

Duke Energy, Bringing the Story of Hurricane Matthew Restoration to Life

DIGITAL/SOCIAL

BUSINESS

AC&M Group, Let Nothing Stop You for client Blue Cross NC

NONPROFIT

Carolinas HealthCare System HEALTHWORKS, Launching a Brand Voice in Social Media

INTEGRATED COMMUNICATIONS

BUSINESS

Luquire George Andrews, Ask for Purple for client National Gypsum

Luquire George Andrews, National Pretzel Day for client Synder’s of Hanover

NONPROFIT

Charlotte Mecklenburg Library, Re-Engaging Library Customers

ORGANIZATIONAL RELATIONS/INTERNAL COMMUNICATIONS

BUSINESS

Food Lion, How Refreshing

NONPROFIT

Carolinas HealthCare System, Every Day I Commit

PRINT

Chernoff Newman, CLT Powers the Economy for client Charlotte Douglas International Airport

VIDEO

Food Lion, The Feedys

2017 Queen City PR Award of Excellence Recipients:

COMMUNITY RELATIONS

BUSINESS

Lowe's, Renovation Across the Nation

NONPROFIT

City of Salisbury, Salisbury Community Engagement Fridays

DIGITAL/SOCIAL

BUSINESS

Luquire George Andrews, Lance: National Sandwich Day for client Snyder's-Lance

NONPROFIT

Chernoff Newman, The Power of the Parent-Teen Relationship for client Teen Health Connection

INTEGRATED COMMUNICATIONS

BUSINESS

Bank of America with Burson-Marsteller, Motivating the Millennial Homebuyer

NONPROFIT

Charlotte Regional Visitors Authority, Charlotte's Got A Lot Celebrates Beer Month

ORGANIZATIONAL RELATIONS/INTERNAL COMMUNICATIONS

BUSINESS

Bank of America, Domestic Violence Awareness

Individual awards were also given at the event. The Pegasus award was presented to Kelly Brooks, Founder, SHARE Charlotte and the Infinity award was presented to Jean Leier, APR, Director of Corporate Affairs, I-77 Mobility Partners.

The Queen City PR (QCPR) Awards are the Charlotte region's highest public relations professional honor. Each year PRSA Charlotte, through the QCPR Awards, recognizes practitioners who, in the judgment of their professional peers, have successfully researched, planned, implemented and evaluated communication campaigns with exemplary skill, creativity and resourcefulness. For more information visit queencityprawards.com.