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## **Charlotte-Area Businesses, Individuals Honored for Outstanding Work in PR, Communications**

*2023 Queen City PR Awards Presented to 23 Winners*

**CHARLOTTE, NC (Nov. 9, 2023)** – Local governments, large corporations, small firms and nonprofits were all among the 23 businesses and individuals honored at the 2023 Queen City Public Relations (QCPR) Awards ceremony. The Charlotte Chapter of the Public Relations Society of America hosts the awards, which honor public relations and communication professionals across the area for successfully researching, planning, implementing and evaluating communication campaigns with exemplary professional skill, creativity and resourcefulness.

Made possible through the sponsorship of Duke Energy, Boingo Graphics and Retail Business Services, the ceremony was held on Wednesday, Nov. 8, at Heist Brewery and Barrel Arts in Charlotte. Judges from the Wisconsin chapter of PRSA evaluated entries in eleven campaign categories, from integrated communications to digital and social media. Nineteen entries across all categories and subcategories received the Crown Award. **Goodwill Industries of the Southern Piedmont** received the “**Best of the Best**” award for its “Goodwill’s Annual Bridal Event.” The honor is given to the entry that receives the overall highest score across all categories.

The QCPR Awards include four individual awards:

- **Colleen Brannan**, president of BRANSTORM PR & Marketing Inc., received the **Infinity Award**. The award honors a public relations professional who has dedicated their career to the practice of public relations, achieved substantial professional success, and represents the highest standards of ethical conduct in the practice of public relations.
- **Glenn Burkins**, founder and publisher of Qcitymetro, received the **Pegasus Award** for significant contributions to the betterment of the community, enhancing its reputation and prestige through the effective use of exceptional communication and public relations practices.
- **Loán Lake**, chief communications strategist for Gobi Marketing Group, received the **Mosaic Award**. This award is given to a public relations professional who greatly and consistently champions diversity and inclusion through work in the communications sector.
- **Danielle Doolen**, corporate communications manager for Sonic Automotive, Inc., was honored with the **New Pro Award**. This recognizes a public relations professional and chapter member of respected character, with a maximum of seven years of professional communication experience, who exemplifies strong professional capabilities, leadership qualities and service to the public relations community.

**The 2023 Queen City PR Crown Award Recipients:**

- **Brand Journalism**

- Government/Association/Non-Profit
  - Atrium Health – Athletic Training Month: Atrium Health Musculoskeletal Institute
- **Community Relations**
  - Business
    - Luquire – Hero to our Heroes
- **Crisis**
  - Government/Association/Non-Profit
    - City of Salisbury – Livingstone College Shooting Incident
- **Digital and Social**
  - Government/Association/Non-Profit
    - Atrium Health – National Smile Day
  - Business
    - Sonic Automotive, Inc. – Amplifying the Sonic Automotive Employer Brand through LinkedIn
- **Events and Observance**
  - Business
    - Retail Business Services – RBS Friendsgiving
  - Gov/Assoc/NonProf
    - Advocate Health – Doctors Day 2023
- **Integrated Communications**
  - Business
    - Rachel Sutherland Communications – Louisiana x Charlotte
  - Government/Association/Non-Profit
    - Goodwill Industries of the Southern Piedmont – Goodwill's Annual Bridal Event
- **Media Relations**
  - Solo Practitioner
    - By George Communications – Getting to Know Your Charlotte Ballet Again
  - Business
    - Luquire – Fill Your Tank While Feeding Your Family: Bojangles Helps You Do Both
  - Government/Association/Non-Profit
    - Goodwill Industries of the Southern Piedmont – Construction Makes Room for Women
- **Multicultural/DEI**
  - Government/Association/Non-Profit
    - Goodwill Industries of the Southern Piedmont – Goodwill's Juneteenth Celebration
- **Organizational Relations/Internal Comms**
  - Business
    - Sonic Automotive, Inc.-- Internal Communications for the Launch of Gympass, an Employee Well-Being Application
  - Government/Association/Non-Profit
    - Holy Angels – Angel Voices
- **Print:**
  - Gov/Assoc/NonProf
    - Holy Angels – Angel Print
  - Business
    - Retail Business Services – Manager Minute
- **Video:**
  - Government/Association/Non-Profit

- CMPD – Journey to the Badge
- Business
  - Duke Energy – People and Their Perspectives: Using Inclusive Storytelling to Enhance D&I Communications

### **About PRSA Charlotte**

With approximately 300 members, the Charlotte Chapter of the Public Relations Society of America is one of the region's largest and most active chapters. Founded in 1978, the chapter helps members become more valuable to their organizations and clients – and more successful professionally – by providing peer-based support, encouraging professional growth through participation in the chapter's educational programs and leadership roles, and promoting the highest standards of professional competence and ethics. For more information, visit [www.prsacharlotte.org](http://www.prsacharlotte.org).

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