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

*2018 Queen City PR Awards Presented to 22 Winners*

**CHARLOTTE, NC (Oct. 29, 2018) –** A local police department, hospital system, utility company and several major companies were among 22 businesses and individuals honored at the Queen City Public Relations (QCPR) awards luncheon. The Charlotte Chapter of the Public Relations Society of America sponsors 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.

The chapter presented the awards during a luncheon on Wednesday, Oct. 23 at Byron’s South End in Charlotte. Judges from the Baton Rouge chapter of PRSA evaluated entries in six campaign categories, from integrated communications to digital and social media. Fourteen campaigns received the highest honor, the Crown Award, while runners up received the Award of Excellence. Kristen Miranda, a host on WBTV’s Morning Break and Morning Alert Center Anchor, served as event emcee.

The QCPR Awards include two individual awards. Walter Price, managing director and head of public affairs at Moore & Van Allen 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.

Christy Phillips-Brown, director of external communications for Delhaize America, received the Infinity Award. The award honors a public relations professional who 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.

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

**2018 Queen City PR Crown Award Recipients:**

**COMMUNITY RELATIONS**

BUSINESS

Sealed Air, Pop Away Tax day

GOVERNMENT/ ASSOCIATION/ NONPROFIT

LGA & PGA of America, 2017 PGA Championship

**DIGITAL/SOCIAL**

BUSINESS

LGA and National Gypsum, Ask for PURPLE Influencer Campaign

GOVERNMENT/ ASSOCIATION/ NONPROFIT

Atrium Health, National Organ Donation Transplant Features NFL Coach

**INTEGRATED COMMUNICATIONS**

BUSINESS *Three-way tie*

Black Wednesday, Integrated Communications Surrounding the Opening of La Belle Helene

Duke Energy, Repowering Puerto Rico: Leveraging Duke Energy’s core operations for storytelling success

Kelso Communications, Creating Tryon Medical Partners

GOVERNMENT/ ASSOCIATION/ NONPROFIT

Chernoff Newman, Vote Yes for School Bonds

SOLO PRACTITIONER

Rachel Sutherland Communications, You Know Birdsong Brewing, Right?

**ORGANIZATIONAL RELATIONS/INTERNAL COMMUNICATIONS**

BUSINESS

Bank of America, Count Me In

GOVERNMENT/ ASSOCIATION/ NONPROFIT

Charlotte International Airport, Plane Talk

**ORGANIZATIONAL RELATIONS/INTERNAL COMMUNICATIONS**

SOLO PRACTITIONER

DK Communications, #OED Road Trip

**VIDEO**

GOVERNMENT/ ASSOCIATION/ NONPROFIT *Tie*

Salisbury Police Department, Salisbury Police Department Recruiting Video  
Monarch, Monarch Heroes: Brand Awareness Videos

**2018 Queen City PR Award of Excellence Recipients:**

**DIGITAL/SOCIAL**

GOVERNMENT/ ASSOCIATION/ NONPROFIT

Atrium Health, NCSHRM Conference Integrated Outreach

**INTEGRATED COMMUNICATIONS**

BUSINESS

Butin Integrated Communications, PB2 Fitfluencer Campaign

GOVERNMENT/ ASSOCIATION/ NONPROFIT *Tie*  
WFAE, She Says Podcast Launch and Promotion  
Charlotte Area Transit System, LYNX Blue Line Extension Project

**ORGANIZATIONAL RELATIONS/INTERNAL COMMUNICATIONS**

BUSINESS

Bank of America, Emotional Wellness

**VIDEO**

GOVERNMENT/ ASSOCIATION/ NONPROFIT

Charlotte Area Transit System, #TransitConnectsUs

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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