



**BECKER COMMUNICATIONS, INC. WINS 2010 TOP HONORS FROM
PUBLIC RELATIONS INDUSTRY ASSOCIATIONS**

****Agency receives rare perfect score in Best of Show win****

HONOLULU – Becker Communications, Inc., a full service PR and marketing firm, won top honors in both of this year’s public relations industry association awards programs, including achieving a rare perfect score for its Public Relations Society of America – Hawaii Chapter Koa Anvil Best of Show. Between the two associations, BCI received a total of 18 awards.

Public Relations Society of America – Hawaii Chapter Koa Anvil Awards

The 2010 PRSA Hawaii Koa Anvil Awards recognizes outstanding public relations programs and tactics conducted in 2009. BCI topped all 140 entries winning the Best in Show for its “Oscar Mayer Weinermobile” campaign executed on behalf of **Kraft Foods** with a perfect score. The “Best of Show” award is given to the highest scoring Koa Anvil entry.

BCI also received Koa Awards for *Crazy Shirts Eco-Board Shorts Launch*, *East-West Center 50th Anniversary Video*, *Hilgund Jewelry Gift Giveaway*, *Hospice Hawaii KHON Advertorials* and *IONA Contemporary Dance Theatre – The Living Earth Premiere*.

Additionally, BCI received Awards of Excellence for *Catholic Charities Hawaii Men’s March Against Violence*, *Catholic Charities Hawaii Best of Times Op-Ed*, *Hawaii Crop Improvement Association Economic Report*, *Kraft Foods Check Our Hunger* and *Kraft Foods Kokua i Na Kula Program*.

International Association of Business Communicators – Hawaii Chapter

At the 2010 IABC – Hawaii Chapter Ilima Awards, which recognizes the best communications work done in Hawaii in 2009, BCI received the coveted Kau I Ka Hano Award for the 2009 *Hawaii Seed Crop Economic Report* produced on behalf of the **Hawaii Crop Improvement Association**. The award is presented to the project or program that nets the highest overall score among all submissions.

BCI also won top awards in two categories for the *12 Days of Kraft Foods* radio commercial, which the judges described as “sweet, simple and memorable,” and the *East-West Center 50th Anniversary Video*, which the judges said was “impactful” and “hit all the objectives.”

In addition, BCI received Awards of Merit for the *Retina Institute of Hawaii Website* and the *Hilgund Jewelry Gift Giveaway*. The judges described the Retina Institute Website as a “pretty cool new site that works well on many levels” and said the Hilgund Jewelry campaign was “beautifully planned and executed.”

Becker Communications, Inc. is a full-service public relations agency based in Honolulu, Hawaii. The 24 year-old firm represents a wide variety of clientele, providing services in the areas of promotions and publicity, issue management and crisis communications, government and community relations, and online marketing and communications. More information about the company can be found at www.beckercommunications.com.