



**BECKER COMMUNICATIONS TO CELEBRATE 25<sup>TH</sup> ANNIVERSARY  
WITH COMMUNITY GIVE-BACK AND ACTIVITIES THROUGH 2011**

HONOLULU (Jan. 4, 2011) - [Becker Communications, Inc.](#) (BCI), one of Hawaii's top integrated PR and marketing agencies, will celebrate its 25th anniversary in 2011 with an impressive list of activities. The year-long celebration will kick-off with a community give-back worth \$25,000 and will also feature the creation of a time capsule, special events and numerous online components.

“Becker Communications’ corporate philosophy includes a tradition of community giving through sharing of our financial resources, advocacy with our corporate clients for partnership with charitable causes, and pro-bono services for non-profits,” said President Ruth Ann Becker. “So, it’s natural that we would kick off this major milestone for our company with \$25,000 worth of pro bono PR.”

Hawaii non-profit organizations are invited to apply for the donation of PR services, which may be awarded in full to one, or in part to several, worthy organizations. Applications can be found [online](#), and the deadline to receive nominations is January 31, 2011. A panel of judges selected from the business community will consider the applications, with the finalist(s) notified no later than February 28, 2011.

Additional plans for the anniversary celebration will include the creation of a 25th anniversary time capsule filled with items donated from clients and from Becker Communications’ archives. On-air broadcasters and celebrities will also be asked to record “Happy Anniversary” messages for inclusion.

Other activities will be celebrated online and will include: Twitter and Facebook campaigns featuring the “Top 25 Ways to Show Aloha” and “25 Important Events 25 Years Ago in 25 Characters or Less;” a special anniversary section on Becker Communications’ website; and an interactive 25-year historical timeline. The agency will also hold mahalo events to thank past and current clients.

Founded in 1986 with Becker’s personal savings, Becker Communications, Inc. is today ranked as one of Hawaii’s top five public relations agencies. It has been recognized numerous times as one of Hawaii’s Top Women-Owned Businesses, and was named one of the “Fastest 50” growing companies by Pacific Business News.

It is also the only Hawaii firm to have received two national awards for “Top 50 Publicity Campaigns” from the League Of American Communication Professionals. Among its other awards and recognition have been “Small Business Of The Year” by The Chamber of Commerce of Hawaii; three “Best In Show” awards from the Hawaii chapters of Public Relations Society of America and International Association of Business Communications. Firm president Ruth Ann Becker has been named one of “Hawaii’s Enterprising Women” by the U.S. Small Business Administration, and as one of “Hawaii’s Women Who Mean Business” by Pacific Business News.

Becker Communications, Inc. is located in the historic Stangenwald Building at 119 Merchant Street in Honolulu’s financial district. It can be found online at [www.beckercommunications.com](http://www.beckercommunications.com), on Facebook at [www.facebook.com/beckercommunications](http://www.facebook.com/beckercommunications), and on Twitter @HawaiiPR.

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