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Local PR association celebrates Image Awards winners
*Annual awards program showcases the best practices and programs
in the fields of public relations and communications*

SARASOTA, FL – April 14, 2021 – The Central West Coast Chapter of the Florida Public Relations Association (CWC-FPRA) recognized the area’s best work in public relations, marketing and communications during its “2021 Image Awards: PR is a Circus” event on April 13. The local Image Awards competition is conducted annually to recognize outstanding public relations programs and to encourage and promote the development of the public relations professionalism in our area.

Winners demonstrate the very best examples of innovation, planning, and design. The competition recognizes work in three divisions: Public Relations Programs, Collateral of Public Relations, and Digital Tools of Public Relations.

Awards were presented by chapter president, Eleni Kouvatsof APR, and Image Awards director, Laitin Sterling, APR, and were sponsored by Premier Sotheby’s International Realty. The ceremony was emceed by actors from The Players Centre for Performing Arts.

Three organizations earned top honors - a Grand Image Award - for their entries: On Ideas’ “ClosetMaid Media Campaign: Change Happens;” Barancik Foundation’s “A Portrait of 2020;” and The Eclipse Agency’s “Bazaar Shopping Network.”

Earning Image Awards were: Selby Gardens and Observer Media Group’s “Virtual Photography Exhibit;” On Ideas’ “ClosetMaid Media Campaign: Change Happens;” Barancik Foundation’s “A Portrait of 2020;” and The Eclipse Agency’s “Bazaar Shopping Network”.

Earning Awards of Distinction were: Community Foundation of Sarasota County’s “Donor Stewardship Brochure;” and First Watch’s “‘Be A Better Human’ Social Media Series.”

Earning Judges Award were: Selby Gardens and Observer Media Group’s “Virtual Photography Exhibit;” Barancik Foundation’s “A Portrait of 2020;” and The Eclipse Agency’s “Bazaar Shopping Network.”

“The annual Image Awards celebrate work from the past year that raises the bar for the public relations profession,” said Sterling. “There were nearly 20 outstanding entries from talented public relations professionals, demonstrating creativity, strategy and results. It was an honor to celebrate these accomplishments.”

Participation in the Image Awards is not required to enter at the statewide level for the FPRA’s Golden Image Awards; entries are due by May 14.

CWC-FPRA meets monthly for professional development luncheons and networking. More information can be found online at cwcfptra.com.

About The Central West Coast Chapter of the Florida Public Relations Association (CWC-FPRA)

The Central West Coast Chapter of the Florida Public Relations Association is a network of more than 100 public relations, marketing and communications professionals from Sarasota, Manatee and Desoto counties who come together for professional development and to build a network of peers. As an active part of the oldest statewide public relations organization in our country, CWC-FPRA takes pride in its 50-plus year history of presenting stimulating programs and advancing the professional growth of its members. The mission of the Florida Public Relations Association is dedicated to developing public relations practitioners who, through ethical and standardized practices, enhance the public relations profession in Florida. For more about CWC-FPRA, go to cwcfptra.com.

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