

CIPR PRIDE AWARDS 2012 GOLD WINNER

CIPR

citruspr Is Double Gold Winner In 2012 Wessex & Channel Islands CIPR PRide Awards



citruspr puts its best foot forward!



PRide Awards



Team citruspr

27 September 2012 - **citruspr** struck gold, not once, but twice at the 2012 Wessex & Channel Islands Chartered Institute of Public Relations (CIPR) PRide Awards last night, at a black-tie dinner event at The Ageas Bowl, Southampton. The Lymington-based specialist travel PR agency won gold for the best Consumer Relations award for its launch of Encounters Travel and account director, Hayley Smith, won gold for Outstanding Young Communicator.

Fergus Dunipace, director of **citruspr**, said: "It was a fantastic night and we are so proud to have won two golds. We are particularly chuffed that Hayley won Outstanding Young Communicator which is a well-deserved accolade. If anyone wants to see some fun photos of the night check out our [Facebook page – citruspr.co.uk](#)."

This year saw over 120 of the region's leading public relations practitioners attend the annual awards ceremony, sponsored by Capital FM, Dan Wilson Photography, Southampton Solent University and Mallorca Farmhouses who gave away a fantastic prize for a luxury seven-night villa holiday for up to six people.

The CIPR PRide Awards, sponsored nationally by Precise, PRWeek and RedBrand, receive over 1,000 entries from freelancers, consultancies and in-house teams across twelve UK regions and nations. The judging process for the PRide Awards is rigorous with a national panel of industry experts assessing the shortlisted entries and choosing the winners. The 2012 Chairs of Judges, Gill Dandy FCIPR, Senior Consultant at The Centre for Strategy and Communication, and Chris Genasi FCIPR, Senior Consultant at APCO Worldwide, assisted in ensuring a fair and consistent judging process.

CIPR CEO, Jane Wilson MCIPR, commented: "The Wessex & Channel Islands CIPR PRide Awards celebrate the best PR and communications campaigns and teams from across the region. The sheer number of high quality entries received this year, especially when things are still pretty tough out there economically, is testament to a thriving regional industry. The CIPR PRide Awards represent the best, most creative and most effective public relations work across the UK and to win an award is a great achievement."

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About the CIPR PRide Awards

The CIPR PRide Awards is the only UK wide awards scheme that recognises excellence in public relations and communications work across Scotland, Wales, Northern Ireland and the English regions. Now in its 9th year the CIPR PRide Awards grow year-on-year as consultancies and organisations increasingly recognise the benefits of industry awards, and past winners continue to reap the benefits of receiving one.

Alongside CIPR Scotland, CIPR Wales/Cymru and CIPR Northern Ireland, taking part in the 2012 CIPR PRide Awards are East Anglia; Home Counties South; Midlands; North East; North West; Thames and Chiltern; West of England; Wessex and Channel Islands: and Yorkshire and Lincolnshire.

About the CIPR

The CIPR is the professional body for public relations practitioners in the UK. With 9,000 members involved in all aspects of public relations, it is the largest body of its type in Europe. The CIPR advances the public relations profession in the UK by making its members accountable through a [code of conduct](#), developing policies, representing its members and raising standards through education and training.