



# Press Release

February 2010

## **PROTEUS PR BEATS THE REST OF THE UK PR INDUSTRY IN THE CIPR PRESIDENT'S GRAND PRIX AWARDS**

Marking a fantastic start to 2010, Proteus PR has learnt that on top of winning a prestigious Gold award at the regional CIPR (Chartered Institute of Public Relations) PRide awards at the end of 2009, it is now the proud recipient of a national CIPR President's Grand Prix Award.

All the PRide Award Gold winners from across the UK's 13 CIPR regions were pitched against each other in the same category and the winner selected by the CIPR President's judging panel.

At the Thames & Chiltern regional CIPR PRide awards event, Proteus had won a Gold for its leaflet 'Plastic Fantastic Milk Bottles', which it produced on behalf of milk bottle manufacturer Nampak Plastics. The purpose of the award-winning Nampak leaflet is to explain to primary school age children why they should recycle their plastic milk bottles after drinking their break-time milk. Beating the other regional PRide Award Gold winners for the CIPR President's Grand Prix award, the judges said:

"Proteus PR has taken what is a dry topic – the switch from cartons to plastic milk bottles – and has created a fun and eye-catching leaflet which is aimed at educating schoolchildren. The cartoon character of Luci the Cow is the perfect instrument to explain how milk bottles are recycled and why it is important to do so, in appropriate language for the target audience. The leaflet design itself is clean and has made excellent use of the white space."

Paul Davison, Proteus' Managing Director and also Chair of the Thames & Chiltern CIPR region, commented: "We were delighted to win the Gold award last year but this really is the icing on the cake to get recognised at a national level within the public relations industry. We hope to build on this success through the rest of 2010."

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