



Press Release

November 2009

PROTEUS WINS PRESTIGIOUS PR AWARD

Celebrations were in order for Banbury-based Proteus Public Relations after it won a prestigious Gold Award at the CIPR (Chartered Institute of Public Relations) PRide Awards for the Thames & Chiltern region, held in Surrey on 27th November.

The CIPR PRide Awards is the only awards scheme which showcases the best PR work being carried out across the UK regions and sets industry standards. The scheme identifies, recognises and rewards the outstanding achievements of those working in the PR industry outside of London.

Proteus won the prestigious Gold Award in one of the literature categories for its leaflet 'Plastic Fantastic Milk Bottles', which it produced on behalf of milk bottle manufacturer Nampak Plastics. The company was also a finalist in two other award categories – 'Integrated Communications' and 'Best Event' – on behalf of its client Peterborough City Council.

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. The leaflet forms part of an ongoing educational PR campaign that Proteus is delivering for Nampak. Proteus project managed the production of the leaflet from concept to completion. Working with its designers, Proteus developed a fun cartoon character called Luci the cow to appeal to the target audience. Luci features throughout the leaflet and delivers key messages about recycling.

Paul Davison, Proteus' Managing Director and also Chair of the Thames & Chiltern CIPR region, comments: "Developing and delivering carefully targeted literature is just one area in which the Proteus team excels and I'm delighted that our hard work has been recognised and rewarded. Being shortlisted as one of the best examples of PR work within our region is extremely satisfying – but winning is even better!"



As a CIPR PRide Award winner, Proteus' work has been judged to be amongst the best. The rigorous judging process consists of a national panel of industry experts assessing the shortlisted entries and choosing the winners.

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For further information, please contact Proteus Public Relations on +441295 279626 or visit our website www.proteuspr.co.uk