

## **2025 PRSA PUGET SOUND SUMMIT AWARD WINNERS**

### **Public Relations Components**

#### **Digital Media: Social Media**

Summit Award: See Tracks, Think Train Campaign 2024 by Washington Operation Lifesaver, Washington Utilities and Transportation Commission

#### **Digital Media: Websites**

Certificate of Excellence: Advancing Conservation Empathy for Wildlife Network Website by Woodland Park Zoo

Summit Award: Needles, haystacks, and you: Creating a more user-focused tpchd.org by Tacoma-Pierce County Health Department Communications Team

Summit Award: Seattlechamber.com by Seattle Metropolitan Chamber of Commerce + Alford Creative

#### **External Publications: Newsletters**

Summit Award: PR Failure Newsletter by Fearey

#### **Internal Publications: Newsletters**

Summit Award: Internal communication boring? It doesn't need to be! by Tacoma-Pierce County Health Department Communications Team

#### **Media Relations Bylined Articles**

Summit Award: Bylined Article Series by Samish Indian Nation and Fearey

#### **Media Relations: Community Relations**

Certificate of Excellence: Center for Behavioral Health and Learning by UW Medicine and Strategic Marketing & Communications

#### **Media Relations: Other - Thought Leadership**

Certificate of Excellence: Thought Leadership by Sage Investment Group and Fearey

#### **Media Relations**

Summit Award: PEMCO Insurance Winter Driving Poll Drives Favorable Media Coverage by PEMCO Insurance and Firmani + Associates

Summit Award: Romaine-tic Night at Evergreens by Evergreens and Kiterocket

#### **Visual Presentations: Video**

Summit Award: Alaska's Road to Reading: Turning the Page for Early Literacy by Alaska Department of Education & Early Development; Region 16 Comprehensive Center and Full-Spectrum Communications

Summit Award: Career Connect Washington Videos by Career Connect Washington and Team Soapbox

## **Public Relations Programs**

### **Community Relations**

Certificate of Excellence: Kids have better things to do than get sick! by Tacoma-Pierce County Health Department Immunization and Communications teams

Summit Award: PEMCO Insurance Helps PNW Residents Prevent Water Damage by PEMCO Insurance and Firmani + Associates

Summit Award: Salmon Warriors by Salmon Defense and C+C and Invisible Collective

Summit Award: Igniting Island Communities: "Wildfire Ready Neighbors" Launches in San Juan Islands by Washington Department of Natural Resources and C+C

### **Crisis Communications**

Summit Award: PEMCO Insurance Wildfire Preparation Protects the Pacific Northwest by PEMCO Insurance and Firmani + Associates

Summit Award: From Viral Fallout to Reputation Recovery: FOB Sushi's Crisis Response Success by FOB Sushi and GreenRubino

### **Marketing Communication**

Summit Award: Content Creator Co-Op by State of Washington Tourism and GreenRubino

Summit Award: Jett the SEA Otter by Port of Seattle

Summit Award: Lynnwood Link Connections by King County Metro and C+C, Latino Community Fund, Korean Community Service Center, The Anchor Group, Cascadia Consulting Group

Summit Award: Power Moves Ad Optimization by Tacoma Public Utilities and C+C

### **Public Affairs**

Summit Award: A Better Plan for the Future by South King Fire and Kassie Swenson, NWSCC

Summit Award: Ready for the Future: SBLSD 2024 Bond by Sumner-Bonney Lake School District

Summit Award: Covington Ballot Measure: Preserve Your Streets by City of Covington

### **Public Service**

Certificate of Excellence: Plan Ahead: Washington's Campaign to Prevent Impaired Driving and Create Safer Roads by Washington Traffic Safety Commission and DH

Summit Award: Be Well WA Brand Launch by Washington State Department of Health and C+C

Summit Award: Curb It. Don't Burn It. by Northwest Clean Air Agency and C+C

Summit Award: Reducing Opioid Stigma and Overdoses in Snohomish County by Snohomish County Health Department and Quinn Thomas

Summit Award: Kirkland Green Trip Residents Transit Campaign by City of Kirkland, WA and C+C

Summit Award: Use Food Well Food Waste Reduction Campaign by Washington State Department of Ecology and PRR

Summit Award: Level Up Motorcycle Safety Training Campaign by Washington State Department of Licensing and C+C

Summit Award: 988, Anywhere, Anytime by Washington State Department of Health and C+C

### **Reputation/Brand Management**

Certificate of Excellence: Proudly Providence Swedish

### **Special Events and Observances**

Certificate of Excellence: Philippine Airlines Launch by Port of Seattle

Summit Award: Museum of Illusions Seattle Grand Opening by Curator

Summit Award: Bobby Berk Comes to Washington by Tri Pointe Homes and C+C

Summit Award: Launching the First Ever Artificial Intelligence Conference and Tradeshow by Special Competitive Studies Project and Kiterocket

Summit Award: Love for All Boat by Visit Seattle, C+C with Copacino Fujikado, PB&, EXP, and Sparkloft

### **Special Awards**

Outstanding Young Professional: Kaitlin Nguyen

PR Professional of the Year: Annie Alley

Best of Show: Power Moves Ad Optimization by Tacoma Public Utilities and C+C

Presidents' Choice: Museum of Illusions Seattle Grand Opening by Curator