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FOR IMMEDIATE RELEASE

Curley & Pynn Shines Through with Four Awards at Public Relations Society of America Sunshine District Radiance Awards

MAITLAND, Fla. (June 23, 2017) – Curley & Pynn Public Relations (C&P) has cemented its' spot as a leader in the industry through providing their clients with innovative strategic communication methods and groundbreaking public relations campaigns. On June 22, the Public Relations Society of America (PRSA) honored C&P with four awards at their annual Sunshine District Radiance Awards.

The Orlando-based firm, which has been serving clients for over 30 years, was judged on a state-wide level, earning two of the top-honored Radiance Awards for external communications and integrated communications on the following:

- **accesso PrismSM Launch** – To launch *accesso Prism*, a wearable device with technology that redefines the theme park experience for guests by allowing them to spend less time waiting in line, C&P planned and executed a press conference at the 2016 International Association of Amusement Parks and Attractions (IAAPA) Expo. C&P's efforts surpassed their objectives with 50 media placements and 14 media outlets in attendance for the conference.
- **Florida High Tech Corridor Integrated Communications** – C&P implemented a campaign to raise awareness of The Corridor among business, research, and government leaders, and once again went beyond expectations. Through media relations, a printed magazine, a targeted monthly eNewsletter, and more, C&P's integrated marketing strategies merited over 50 published stories, digital impressions totaling 29,397 unique monthly visitors, and a career expo with 130 attendees from local high tech business and the nation's colleges.

Two Awards of Commendation, honoring Florida's outstanding public relations campaigns and tactics, were also presented to Curley & Pynn on the *accesso PrismSM* launch news release and the Florida High Tech Corridor publication, *florida.HIGH.TECH*.

"I'm honored to have a team whose dedication and passion continues to be a game changer in this industry," said Roger Pynn, APR, president and founding partner of C&P. "Our recognition through these prestigious awards drives us to continue to provide the best for our clients."

About Curley & Pynn

Curley & Pynn provides counsel and advice, and total program management to Florida professionals and corporate clients who recognize that in today's business environment it is essential to communicate with all who have an interest in their success. Curley & Pynn is the Central and North Florida affiliate of MSLGROUP Americas, one of the world's largest public relations firms. For more information, visit www.TheStrategicFirm.com.

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