

News Release
FOR IMMEDIATE RELEASE



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SC Public Relations Society of America Recognizes DNA's Public Service Campaign

Greenville, S.C. (April 19, 2011) – DNA Creative Communications (DNA) recently received the South Carolina Chapter of the Public Relations Society of America's (SCPRSA) Mercury Award of Merit in the category of Public Service.

The award recognized DNA's work for Project Rx: A River Remedy, a new brand identity and inaugural event developed in 2010 on behalf of Renewable Water Resources (ReWa). Project Rx offers the Upstate



a safe and free way to dispose of unwanted medications, instead of flushing or pouring down the drain, or diverting to the wrong hands, to protect our rivers and residents.

SCPRSA Mercury Awards are given annually to organizations that have successfully addressed a current issue with exemplary professional skill, creativity and resourcefulness. The awards recognize complete public relations campaigns or programs incorporating careful research, planning, execution and evaluation.

Photo Caption: DNA Creative Communications' Principal Debbie Nelson (left), Account Manager Emily Kosa (middle), and Account Coordinator Lauren Knight (right), accept the Mercury Award of Merit at the SCPRSA Annual Mercury Awards Banquet.

DNA Creative Communications

DNA is a full-service communications firm specializing in advertising, branding, e-communications, public relations and special event planning. The DNA team develops and executes strategies for clients in various arenas, including education, housing, healthcare, recreation and the environment. DNA offers an annual LIVE HERE GIVE HERE program – a pro bono initiative that allows DNA to select and partner with a local nonprofit to develop a sustainable communications strategy. DNA is the proud recipient of the Greenville Chamber's 2005 Small Business of the Year Award. For more information, please call 864-235-0959 or visit www.dnacc.com.

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