

News Release
FOR IMMEDIATE RELEASE



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DNA Creative Communications Awarded SCPRSA Silver Wing Award

Greenville, S.C. (April 26, 2010) – DNA Creative Communications received the South Carolina Chapter of the Public Relations Society of America’s (SCPRSA) Silver Wing Award in the category of Media Relations-Associations/Government/Nonprofit Organizations.



The award recognizes DNA’s work promoting the Greenville Housing Fund’s Homes for Teachers Program, which resulted in extensive media coverage ranging from business briefs and organizational profiles to Opinion Editorials and full-color featured articles in some of the Upstate’s premier publications.

SCPRSA Silver Wing Awards are given annually to organizations that have successfully addressed a contemporary 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’ Account Executive Whitney Howell (left) and Principal Debbie Nelson (right) accept the Silver Wing Award at the South Carolina Chapter of the Public Relations Society of America’s 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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