



In the News:



Industry News: Two From ME Productions Honored

PEMBROKE, FL--ME Productions received the 2007 Merit Award from the South Florida Association for Women in Communications (AWIC) Creative PR Olympics. In addition, Heather Wilson, CSEP, Executive Sales and Event Manager based in Central Florida, Orlando, was nominated a Rising Star for the 2007 Spotlight Awards Of Event Solutions Magazine.

Public Relations Consultant Linda Hamburger, owner of On Call PR, was also recognized for assisting ME Productions in its gigantic summer props and décor giveaway to schools and non-profit organizations that could use them. Over 11 South Florida organizations received items that would otherwise have gone to waste and instead have renewed "lives" as items for use by other theater and school groups.

The PR Merit Award is presented for campaigns in recognition of thinking "out of the box" to create a unique and successful communications campaign that generated positive exposure to a target audience, met the goals of the organization, and helped raise its image in the community.

"All the major South Florida papers were very instrumental in helping us get the words out," said Hamburger of the campaign. "I also used some unique channels to reach out to area organizations about the special opportunity such as Craiglist and community news blogs." For more information visit www.awcsouthflorida.org and www.meproductions.com.
