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McKinney Advertising & Public Relations Recognized for Superior Public Relations Initiatives

CLEVELAND (December 9, 2008) – McKinney Advertising & Public Relations has recently been awarded a Silver Cleveland Rocks Award from the Public Relations Society of American (PRSA) and several awards from the Lake Communicators 2008 APEX Awards.

McKinney received a Silver Cleveland Rocks Award for its creativity and design of The North American Menopause Society 2007 Annual Report. This is the second consecutive year the NAMS Annual Report has received the Silver award in the PRSA Cleveland Rocks competition.

McKinney also received several awards during the luncheon awards ceremony of the Lake Communicators APEX Awards on November 12 at Pine Ridge Country Club. The agency received seven total awards in the following categories:

- Gold, Public Relations/Video/film – The North American Menopause Society
- Silver, Public Relations/Media Relations – The North American Menopause Society
- Silver, Public Relations/Annual Report – The North American Menopause Society
- Silver, Online Media/Banner Advertising – The North American Menopause Society
- Silver, Electronic Media/Web site – North Ohio Medical Imaging
- Bronze, Advertising/Collateral – North Ohio Medical Imaging
- Bronze, Advertising/Magazine – Case Alumni Association

Founded in 1936, McKinney Advertising & Public Relation is widely recognized as the country's first business-to-business agency. As a full-service agency, McKinney provides all aspects of advertising, public relations and integrated marketing communications and brand management for business-to-business, consumer-retail, advanced technology, healthcare / medical industries, and the non-profit sector.

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