

360 PUBLIC RELATIONS GOES 10 FOR 12 AT BELL RINGER AWARDS

360PR Takes Home Top Honors for Consumer Publicity Campaign, Mom Blogger Special Events, TV Placements, Magazine Placement and Response to Breaking News

BOSTON, JUNE 2, 2009 – Campaigns conducted on behalf of 360 Public Relations clients were recognized as best in class at the Publicity Club of New England’s 40th Annual Bell Ringer Awards Ceremony held in Boston last night. Ten of the agency’s 12 entries received awards and six of those received the top honor. This year’s awards drew entries from more than 50 agencies, companies and non-profit organizations across New England.

“Many of these campaigns helped clients achieve business-driving results and we appreciate the judges’ emphasis on results,” commented 360PR Managing Director Laura Tomasetti. “The awards are a wonderful tribute to the clients and brands we are fortunate to represent and to our creative staff, who work to set the bar ever-higher with every campaign.”

360PR received the highest recognition for the following:

- Best Consumer Product/Service Publicity Campaign for Ball® jars
- Best Special Event Series for Stop & Shop®
- Best National Television News Placement for Crock-Pot® slow cookers on The Rachel Ray Show
- Best Regional Television News Placement for Xenith’s X1™ football helmet on WBZ-TV/Boston
- Best Feature or Commentary Placement for WowWee’s Alive Cubs™ in TIME Magazine
- Best Response to Breaking News for WowWee’s FlyTech™ Dragonfly

About 360 Public Relations

360PR is an award-winning agency recognized for excellence in traditional and social media campaigns. The agency’s primary practice areas include Healthy Living, Home Goods, Parenting, Entertainment & Electronics, and Travel. The 360PR MomSquad™ imbues client campaigns with a real parent perspective, while 360PR Digital ensures use of social media best practices across campaigns. Based in Boston, 360PR is a founding member of Converge™, a national network of leading, independent public relations agencies. For more information, visit www.360publicrelations.com.

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