Special Events

[Mission Transition - Arming Veterans Nationwide with Employment Tools ](http://www.prsa.org/SearchResults/Download/6BW-1301B14)

Publication Date: **2013**
Product Code: **6BW-1301B14**
Organization/Author/Firm: **The Home Depot, MSLGROUP and Hodes and ScoutComms and Randy Plunkett**
Category: **Special Events - Observances / Special Events - Observances 7 days or less / Media Relations / Community Relations**
Industry: **Business Services / Retail / Military / Consumer Services**
Outcome: **Raising awareness / Event attendance / Employee recruitiment**

**Summary**

2013 Silver Anvil Award Winner — Community Relations — Business Services

The Home Depot employs 35,000 veterans and is a champion of military and veteran employment. To address over-indexed military unemployment rates, we developed a program to prepare veterans for the civilian workforce. We held 110 educational workshops nationwide and launched an online Military Skills Translator that matches military experience with civilian terms, as well as available jobs at The Home Depot. We engaged the military community and drove participation from 88% of registrants, increased traffic to homedepotmilitary.com by 3,499% and raised awareness through national media relations and targeted outreach in workshop markets, reaching 449 million and exceeding all program goals.

Community relations includes programs that aim to improve relations with, or seek to win the support or cooperation of, people or organizations in communities in which the sponsoring organization has an interest, need or opportunity.

[From East to West and Everywhere in Between America’s Farmers and Ranchers Are Leading The Food Dialogues ](http://www.prsa.org/SearchResults/Download/6BW-1302E06)

Publication Date: **2013**
Product Code: **6BW-1302E06**
Organization/Author/Firm: **U.S. Farmers & Ranchers Alliance, Ketchum and maslansky + partners**
Category: **Special Events - Observances / Special Events - Observances 7 days or less / Media Relations / Reputation Management**
Industry: **Agriculture / Associations Nonprofits / Environmental**
Outcome: **Reputation management / Raising awareness**

**Summary**

2013 Silver Anvil Award Winner — Reputation Management / Brand Management — Associations

Trust in American agriculture is eroding. Stories about antibiotic “superbugs” and GMO “Frankenfoods” run rampant in today’s media while consumers question how their food is grown and raised. Up until now, America’s farmers and ranchers have been left out of the conversation. That’s why the U.S. Farmers & Ranchers Alliance (USFRA) started a movement of putting farmers and ranchers at the forefront of these discussions through robust trainings, online tools and groundbreaking dialogues with everyone from across the food spectrum. For the first time, farmers and ranchers finally had the confidence, tools and platforms to share their stories and set the record straight.

Reputation management / brand management includes campaigns are designed to enhance, promote or improve the reputation of an organization with its publics or key elements of its publics, either proactively or in response to an issue, event or market occurrence. The association subcategory includes trade and industry groups, professional societies, chambers of commerce and similar organizations.

[Lunch Break for Schools ](http://www.prsa.org/SearchResults/Download/6BW-1303A32)

Publication Date: **2013**
Product Code: **6BW-1303A32**
Organization/Author/Firm: **Hidden Valley Original Ranch Dressing and Dips, Current**
Category: **Special Events - Observances / Media Relations / Special Events - Observances 7 days or less**
Industry: **Food - Beverage / Educational Institutions / Consumer Products**
Outcome: **Raising awareness / Changing behaviors**

**Summary**

2013 Silver Anvil Award Winner — Events and Observances (Seven or Fewer Days) — Consumer Products

Instead of Sloppy Joes and fries, imagine kids eating school lunches including chicken and black bean quesadillas, bell peppers with low-fat ranch dip, and fresh cantaloupe.

That transformation was the goal of the White House’s [Chefs Move to Schools program](http://www.prsa.org/Awards/SilverAnvil/%22http%3A/www.chefsmovetoschools.org/%22) and in 2012, Hidden Valley® Original Ranch® Dressing teamed with celebrity chef Cat Cora the American Culinary Federation (ACF) to realize that dream.

The inaugural [Lunch Break for Schools fundraiser](http://www.prsa.org/Awards/SilverAnvil/%22http%3A/www.hiddenvalley.com/veggies/lunch-break/%22) took place Feb. 27 – March 2. Seventy-eight chefs nationwide, including chefs in eight key markets, sold healthy lunches to support Chefs Move to Schools and efforts to encourage childhood nutrition.

Events and observances (seven or fewer days) includes programs or events scheduled for one to seven consecutive days (not including planning and preparation). Events may include commemorations, observances, openings, celebrations or other special activities, and must occur within a time span of one week.

[Mission Transition - 110 Events to Inspire Veteran Employment ](http://www.prsa.org/SearchResults/Download/6BW-1303B12)

Publication Date: **2013**
Product Code: **6BW-1303B12**
Organization/Author/Firm: **The Home Depot, MSLGROUP and Hodes and ScoutComms and Randy Plunkett**
Category: **Special Events - Observances / Special Events - Observances 7 days or less / Media Relations / Community Relations**
Industry: **Business Services / Retail / Military / Consumer Services**
Outcome: **Raising awareness / Event attendance / Employee recruitiment**

**Summary**

2013 Silver Anvil Award Winner — Events and Observances (Seven or Fewer Days) — Consumer Services

The Home Depot employs 35,000 veterans and is a champion of military and veteran employment. To address over-indexed military unemployment rates, we developed a program to prepare veterans for the civilian workforce. We hosted 110 educational workshops across the country on one day, offering resume optimization, job search strategies and interview techniques to 2,500+ veterans. Through media relations efforts, we obtained 88% of maximum registrations and secured attendance from 81% of registrants. Post workshop surveys revealed 89% of attendees felt the workshop was a good use of their time and 91% stated they would put what they learned to use.

Events and observances (seven or fewer days) includes programs or events scheduled for one to seven consecutive days (not including planning and preparation). Events may include commemorations, observances, openings, celebrations or other special activities, and must occur within a time span of one week.

[Fluor Celebrates 100 - Connecting the Past with the Present Around the World ](http://www.prsa.org/SearchResults/Download/6BW-1303C05)

Publication Date: **2013**
Product Code: **6BW-1303C05**
Organization/Author/Firm: **Fluor Corporation**
Category: **Special Events - Observances / Special Events - Observances 7 days or less / Media Relations / Internal Communications / Global Communications**
Industry: **Construction**
Outcome: **Building brands / Employee morale**

**Summary**

2013 Silver Anvil Award Winner — Events and Observances (Seven or Fewer Days) — Business to Business

On April 21, 2012, Fluor Corporation celebrated its 100th anniversary as an engineering and construction company. Fluor marked the milestone with a global event coordinated simultaneously in 14 locations across 10 different countries and six continents. The Fluor Centennial Celebration emanated from Dallas, Texas, and was broadcast via satellite and webcast around the globe. The event featured: a construction ballet; videos of employees, clients, projects and retirees; remarks from former Secretary of State Colin Powell; and a specially commissioned symphonic work performed by the Dallas Symphony Orchestra. More than 22,000 individuals took part at the global locations with some 2,000 others watching live via internet broadcast. It was the largest coordinated gathering of employees in company history.

Events and observances (seven or fewer days) includes programs or events scheduled for one to seven consecutive days (not including planning and preparation). Events may include commemorations, observances, openings, celebrations or other special activities, and must occur within a time span of one week.

[Labor Day 2012 ](http://www.prsa.org/SearchResults/Download/6BW-1303D04)

Publication Date: **2013**
Product Code: **6BW-1303D04**
Organization/Author/Firm: **U.S. Department of Labor**
Category: **Special Events - Observances / Special Events - Observances 7 days or less / Public Affairs - Government Relations / Media Relations / Public Affairs - Government Relations**
Industry: **Government - Public Affairs**
Outcome: **Raising awareness**

**Summary**

2013 Silver Anvil Award Winner — Events and Observances (Seven or Fewer Days) — Government

Labor Day provides an annual opportunity to highlight the U.S. Department of Labor’s impact on millions of people across the country and around the world. In recent years the department’s Office of Public Affairs has used the holiday as a “hook” to promote efforts that protect vulnerable workers, unveil new tools to assist jobseekers, and highlight other departmental initiatives. In 2012, with the department’s centennial approaching, the Office of Public Affairs implemented a campaign to showcase the department’s historic legacy, current relevance, and other important work.

Events and observances (seven or fewer days) includes programs or events scheduled for one to seven consecutive days (not including planning and preparation). Events may include commemorations, observances, openings, celebrations or other special activities, and must occur within a time span of one week. The government subcategory includes all government bureaus, agencies, institutions or departments at the local, state and federal levels, including the armed forces, regulatory bodies, courts, public schools and state universities.

[From The Big Apple to The Sunset Strip America’s Farmers and Ranchers Are Leading The Food Dialogues ](http://www.prsa.org/SearchResults/Download/6BW-1303E04)

Publication Date: **2013**
Product Code: **6BW-1303E04**
Organization/Author/Firm: **U.S. Farmers & Ranchers Alliance, Ketchum and maslansky + partners**
Category: **Special Events - Observances / Special Events - Observances 7 days or less / Media Relations / Reputation Management**
Industry: **Agriculture / Associations Nonprofits / Environmental**
Outcome: **Raising awareness / Changing attitudes**

**Summary**

2013 Silver Anvil Award Winner — Events and Observances (Seven or Fewer Days) —Associations

Trust in American agriculture is eroding. Stories about antibiotic “superbugs” and GMO “Frankenfoods” run rampant in today’s media while consumers have begun to question how their food is grown and raised. Up until now, farmers and ranchers have been left out of the conversation. That’s why the U.S. Farmers & Ranchers Alliance (USFRA) created the Food Dialogues: LA and the Food Dialogues: NY panel events. For the first time, farmers and ranchers started talking in some of the most important cultural epicenters with the most powerful voices in academia, science, entertainment and consumer activism.

Events and observances (seven or fewer days) includes programs or events scheduled for one to seven consecutive days (not including planning and preparation). Events may include commemorations, observances, openings, celebrations or other special activities, and must occur within a time span of one week. The association subcategory includes trade and industry groups, professional societies, chambers of commerce and similar organizations.

[Inspiring Congressional Support for a Life-Saving Cause ](http://www.prsa.org/SearchResults/Download/6BW-1303F03)

Publication Date: **2013**
Product Code: **6BW-1303F03**
Organization/Author/Firm: **Be The Match, Padilla Speer Beardsley**
Category: **Special Events - Observances / Media Relations / Special Events - Observances 7 days or less**
Industry: **Associations - Nonprofits**
Outcome: **Raising awareness**

**Summary**

2013 Silver Anvil Award Winner — Events and Observances (Seven or Fewer Days) — Nonprofit Organizations

Having a voice on Capitol Hill is critical for nonprofit Be The Match to retain federal support and funding for its life-saving programs. This calls for an annual, day-long trip to Washington, D.C., to educate legislators. Be The Match turned to Padilla Speer Beardsley to plan and execute this critically important 2012 Legislative Day. Despite a limited budget and little time to plan, Legislative Day was a resounding success. Extensive media coverage fueled the day’s efforts, and patient and donor advocates – alongside Be The Match’s top leadership – participated in more than 30 meetings with legislators – 33 percent more than planned.

Events and observances (seven or fewer days) includes programs or events scheduled for one to seven consecutive days (not including planning and preparation). Events may include commemorations, observances, openings, celebrations or other special activities, and must occur within a time span of one week. The nonprofit subcategory is specifically intended for health and welfare organizations, as well as educational and cultural institutions not included in other subcategories.

[Private Equity at Work - Defending an Industry in the Crosshairs of a Billion-Dollar Presidential Campaign ](http://www.prsa.org/SearchResults/Download/6BE-1302E05)

Publication Date: **2013**
Product Code: **6BE-1302E05**
Organization/Author/Firm: **The Private Equity Growth Capital Council, The Glover Park Group**
Category: **Special Events - Observances / Special Events - Observances 7 days or less / Media Relations / Reputation Management**
Industry: **Financial Services / Associations Nonprofits**
Outcome: **Building trust / Reputation management**

**Summary**

2013 Silver Anvil Award of Excellence Winner — Events and Observances - Seven or Fewer Days — Associations

Mitt Romney touted his business experience running Bain Capital as his primary qualification for President. His candidacy posed an urgent reputational threat to the private equity industry, which suddenly found itself at the center of the most well-financed campaign in the history of American politics.

The Private Equity Growth Capital Council (PEGCC) seized the task of defending the industry’s reputation with the launch of “Private Equity at Work,” a proactive, highly-targeted and innovative education campaign that combined traditional advocacy with the power of new media to balance the flow of information and communicate the industry’s value to key audiences.

Events and observances (seven or fewer days) includes programs or events scheduled for one to seven consecutive days (not including planning and preparation). Events may include commemorations, observances, openings, celebrations or other special activities, and must occur within a time span of one week. The association subcategory includes trade and industry groups, professional societies, chambers of commerce and similar organizations.

[Showcasing the Charlotte Region to Drive Economic Development ](http://www.prsa.org/SearchResults/Download/6BE-1302E08)

Publication Date: **2013**
Product Code: **6BE-1302E08**
Organization/Author/Firm: **Charlotte Chamber of Commerce AND Charlotte Regional Partnership AND Charlotte Center City Partners, Luquire George Andrews and Development Counsellors International**
Category: **Special Events - Observances / Media Relations / Special Events - Observances 7 days or less**
Industry: **Associations Nonprofits / Government - Public Affairs**
Outcome: **Raising awareness / Changing behaviors**

**Summary**

2013 Silver Anvil Award of Excellence Winner — Events and Observances - Seven or Fewer Days — Associations

When economic developers in Charlotte USA felt it was time to raise the region’s profile to help attract new jobs and investment, they chose LGA and DCI to spearhead the first-ever national and international media relations campaign. The results were significant with stories in major media outlets such as Bloomberg Television, *China Daily*, CNN, *The Economist*, *The Times London*, *The Washington Post* and *The Wall Street Journal*, showcasing the region’s resilience to the banking crisis as well as energy, advanced manufacturing and international industries.More important, a follow-up survey of location advisors showed increased awareness of the region’s diverse economy.

Events and observances (seven or fewer days) includes programs or events scheduled for one to seven consecutive days (not including planning and preparation). Events may include commemorations, observances, openings, celebrations or other special activities, and must occur within a time span of one week. The association subcategory includes trade and industry groups, professional societies, chambers of commerce and similar organizations.

[From Hot Dog Cart to Pleasure Cart - Trojan Vibrations Takes Pleasure into the Streets of New York ](http://www.prsa.org/SearchResults/Download/6BE-1303A08)

Publication Date: **2013**
Product Code: **6BE-1303A08**
Organization/Author/Firm: **Church & Dwight - Trojan Vibrations, Edelman**
Category: **Special Events - Observances / Media Relations / Special Events - Observances 7 days or less**
Industry: **Consumer Products**
Outcome: **Raising awareness / Increasing sales / Increasing market share**

**Summary**

2013 Silver Anvil Award of Excellence Winner — Events and Observances (Seven or Fewer Days) — Consumer Products

Vibrators: half of Americans use them, but are too ashamed to admit it. And while research supports their benefits, the “V-word” is still taboo. Vibrators needed to enter the mainstream, so Trojan tackled taboo in public, bringing pleasure the streets of New York. Trojan commandeered a local icon—the hot dog cart—for a guerilla-style vibrator giveaway. Reporters and fans lined up for blocks, and when officials shut down the carts, Trojan improvised, turning unrest into front-page news! The results? Global coverage, nearly a billion impressions, increased sales and web traffic, and 10,000 happily buzzing consumers.

Events and observances (seven or fewer days) includes programs or events scheduled for one to seven consecutive days (not including planning and preparation). Events may include commemorations, observances, openings, celebrations or other special activities, and must occur within a time span of one week.

[Febreze Says Thanks a Million - Literally ](http://www.prsa.org/SearchResults/Download/6BE-1303A20)

Publication Date: **2013**
Product Code: **6BE-1303A20**
Organization/Author/Firm: **FEBREZE - Proctor and Gamble, MSLGROUP**
Category: **Special Events - Observances / Media Relations / Special Events - Observances 7 days or less**
Industry: **Consumer Products**
Outcome: **Building brands**

**Summary**

2013 Silver Anvil Award of Excellence Winner — Events and Observances (Seven or Fewer Days) — Consumer Products

When the Febreze Facebook page hit the major milestone of one million “LIKES” last June, the brand wanted to show its appreciation in way that had *never been done before*.

The challenge was finding a way to communicate a memorable message to one million people without getting lost in the clutter of a newsfeed.

The result was The Febreze “Thanks a Million Thank-a-Thon” - a first-of-its kind, innovative Facebook event that thanked each and every Febreze Facebook fan, individually, over the course of 31 consecutive hours and broadcast live for the entire world to see.

Events and observances (seven or fewer days) includes programs or events scheduled for one to seven consecutive days (not including planning and preparation). Events may include commemorations, observances, openings, celebrations or other special activities, and must occur within a time span of one week.

[Schick Hydro Wakes Up Shave Zombies and Boosts Brand Sales ](http://www.prsa.org/SearchResults/Download/6BE-1303A25)

Publication Date: **2013**
Product Code: **6BE-1303A25**
Organization/Author/Firm: **Schick Hydro (Energizer Personal Care), Edelman**
Category: **Special Events - Observances / Special Events - Observances 7 days or less / Media Relations / Advertising - Branding**
Industry: **Consumer Products**
Outcome: **Raising awareness / Building brands / Increasing sales / Increasing market share**

**Summary**

2013 Silver Anvil Award of Excellence Winner — Events and Observances (Seven or Fewer Days) — Consumer Products

Charged with significantly boosting sales and awareness of Schick Hydro and the new Power Select innovation, Edelman turned a simple but intriguing razor into a major business driver through inventive, unexpected launch activities, effectively waking up “Shave Zombies” at the International Consumer Electronics Show in January 2012. Immediately following this campaign:

* Brand awareness skyrocketed 16 percentage points to a record 47 percent, driven exclusively by PR;
* Overall brand sales climbed 14 percent, beating targets by 140 percent;
* Household trial jumped to an unprecedented 7.2 percent, nearly twice Hydro year one trial and the largest year-over-year gain for the category.

Events and observances (seven or fewer days) includes programs or events scheduled for one to seven consecutive days (not including planning and preparation). Events may include commemorations, observances, openings, celebrations or other special activities, and must occur within a time span of one week.

[calebskidney - Indiana University Health ](http://www.prsa.org/SearchResults/Download/6BE-1303F08)

Publication Date: **2013**
Product Code: **6BE-1303F08**
Organization/Author/Firm: **Indiana University Health, TrendyMinds and Slingshot SEO**
Category: **Special Events - Observances / Media Relations / Special Events - Observances 7 days or less**
Industry: **Associations - Nonprofits / Health - Medical - Pharmaceutical**
Outcome: **Raising awareness**

**Summary**

2013 Silver Anvil Award of Excellence Winner — Events and Observances (Seven or Fewer Days) — Nonprofit Organizations

On June 13, 2012, the PR team at Indiana University Health spearheaded Indiana’s first “Twittercast” of a surgery. Colin Newton donated his kidney to friend, Caleb Johnson, and Indiana – as well as the world – looked on as photos and updates from medical team came from the operating room and onto Twitter users’ phones, computers and tablets. The goal was to raise awareness of the need for living organ donors, especially among non-relatives. By the end of the campaign, the PR team secured roughly 1,700 interactions and had more website views the day of the surgeries than the entire previous week.

Events and observances (seven or fewer days) includes programs or events scheduled for one to seven consecutive days (not including planning and preparation). Events may include commemorations, observances, openings, celebrations or other special activities, and must occur within a time span of one week. The nonprofit subcategory is specifically intended for health and welfare organizations, as well as educational and cultural institutions not included in other subcategories.

[Brownstein Group and Saint-Gobain Redefine Ribbon-Cutting - Greening Greene Street ](http://www.prsa.org/SearchResults/Download/6BE-1303C01)

Publication Date: **2013**
Product Code: **6BE-1303C01**
Organization/Author/Firm: **Saint-Gobain Corporation, Brownstein Group**
Category: **Special Events - Observances / Special Events - Observances 7 days or less / Media Relations / Community Relations**
Industry: **Business To Business / Construction / Environmental**
Outcome: **Raising awareness / Event attendance**

**Summary**

2013 Silver Anvil Award of Excellence Winner — Events and Observances (Seven or Fewer Days) — Business to Business

Saint-Gobain, the world’s largest building materials company, began a three-year $550,000 partnership with YouthBuild USA, a non-profit that helps low-income disadvantaged youth earn their GEDs or high school diplomas while learning green construction skills. Through the partnership, the YouthBuild Philadelphia Chapter completed construction on 4620 Greene Street, achieving the highest level of sustainability recognition. To celebrate the first home completion and to demonstrate to local government officials and community groups that Saint-Gobain can assist cities in achieving sustainability goals, Brownstein Group created a non-traditional ribbon-cutting event to elevate the importance of energy-efficiency and sustainability through education and hands-on participation.

Events and observances (seven or fewer days) includes programs or events scheduled for one to seven consecutive days (not including planning and preparation). Events may include commemorations, observances, openings, celebrations or other special activities, and must occur within a time span of one week.

[Celebrate My Drive - Preventing Teen Crashes, Reducing Injuries and Saving Lives By Sharing Not Scaring ](http://www.prsa.org/SearchResults/Download/6BE-1303B04)

Publication Date: **2013**
Product Code: **6BE-1303B04**
Organization/Author/Firm: **State Farm**
Category: **Special Events - Observances / Media Relations / Special Events - Observances 7 days or less**
Industry: **Insurance / Consumer Services**
Outcome: **Raising awareness**

**Summary**

2013 Silver Anvil Award of Excellence Winner — Events and Observances (Seven or Fewer Days) — Consumer Services

As the largest property and casualty insurer, teen driver safety is important to State Farm. In 2012, the company created a campaign designed to take a supportive, positive approach to inspiring new teen drivers to practice safer driving habits. The goal was to help elevate conversations surrounding teen driver safety with the longer term goal of preventing teen driver crashes and saving lives. With support from actor Amber Riley and singer Scotty McCreery, the campaign captured national media attention, netting 300 million impressions. Among participating high schools, 257 of them started, sustained or strengthened teen driver safety programs in schools.

Events and observances (seven or fewer days) includes programs or events scheduled for one to seven consecutive days (not including planning and preparation). Events may include commemorations, observances, openings, celebrations or other special activities, and must occur within a time span of one week.

[Forever Free - The 150th Anniversary of the Emancipation Proclamation ](http://www.prsa.org/SearchResults/Download/6BE-1303D01)

Publication Date: **2013**
Product Code: **6BE-1303D01**
Organization/Author/Firm: **U.S. National Archives and Foundation for the National Archives, Resnicow Schroeder Associates**
Category: **Special Events - Observances / Special Events - Observances 7 days or less / Media Relations / Public Affairs - Government Relations / Internal Communications**
Industry: **Government - Public Affairs**
Outcome: **Raising awareness / Event attendance**

**Summary**

2013 Silver Anvil Award of Excellence Winner — Events and Observances (Seven or Fewer Days) — Government

The U.S. National Archives sponsored a rare 3-day showing of the Emancipation Proclamation document in Washington DC, to celebrate its 150th anniversary. The public affairs team from Archives partnered with The Foundation for the National Archives & PR firm Resnicow Schroeder Associates, to carry out a plan for multi-tiered outreach that resulted in synchronized efforts with the U.S. Postal Service, Smithsonian Institution, and other agencies, robust media coverage, 400% growth in the social media views, and record-setting attendance for the free 3-day event.

Events and observances (seven or fewer days) includes programs or events scheduled for one to seven consecutive days (not including planning and preparation). Events may include commemorations, observances, openings, celebrations or other special activities, and must occur within a time span of one week. The government subcategory includes all government bureaus, agencies, institutions or departments at the local, state and federal levels, including the armed forces, regulatory bodies, courts, public schools and state universities.

[Get Out The Give This Holiday Season With Givingtuesday ](http://www.prsa.org/SearchResults/Download/6BE-1303F01)

Publication Date: **2013**
Product Code: **6BE-1303F01**
Organization/Author/Firm: **GivingTuesday Communication Team, Fenton**
Category: **Special Events - Observances / Media Relations / Special Events - Observances 7 days or less**
Industry: **Associations - Nonprofits**
Outcome: **Raising awareness**

**Summary**

2013 Silver Anvil Award of Excellence Winner — Events and Observances (Seven or Fewer Days) — Nonprofit Organizations

Black Friday and Cyber Monday have long spurred deal-seeking consumers to buy, buy, buy as the the holidays approach. But another key holiday focus ¬— giving back — had happened quietly. The leaders behind #GivingTuesday wanted to create an official holiday giving season launch to encourage smarter and more giving. #GivingTuesday’s collaborative communication strategy resulted in 247 media placements and attracted more than 2,500 partners by its inaugural Nov. 27, 2012, celebration. And Americans came together to give back too: there was a 53% increase in online charitable donations over the same Tuesday in 2011.

Events and observances (seven or fewer days) includes programs or events scheduled for one to seven consecutive days (not including planning and preparation). Events may include commemorations, observances, openings, celebrations or other special activities, and must occur within a time span of one week. The nonprofit subcategory is specifically intended for health and welfare organizations, as well as educational and cultural institutions not included in other subcategories.

[Helping Vision Benefit Pros Bring Their Eye Health Promotion Strategy Full Circle at Transitions Academy ](http://www.prsa.org/SearchResults/Download/6BE-1303C07)

Publication Date: **2013**
Product Code: **6BE-1303C07**
Organization/Author/Firm: **Transitions Optical, Inc., Havas PR**
Category: **Special Events - Observances / Media Relations / Special Events - Observances 7 days or less / Internal Communications**
Industry: **Business To Business**
Outcome: **Raising awareness**

**Summary**

2013 Silver Anvil Award of Excellence Winner — Events and Observances (Seven or Fewer Days) — Business to Business

Almost half of employees don’t use their vision plan. But many of them don’t know how risky that can be to not only their eye health but also their overall health. And employers sometimes aren’t aware of the serious impact that can have on their healthcare costs and productivity rates. Transitions Optical Inc. (TOI), the leading supplier of Transitions® lenses (photochromic eyeglass lenses that automatically adjust in changing light outdoors and protect eye health by minimizing glare to reduce eyestrain and by blocking damaging UV rays), needed to elevate the importance of vision plans and those plans that cover Transitions lenses. In response, @havaspr developed a managed vision care (MVC) education event for employer influencers—benefits brokers and vision plan representatives—that emphasized vision plan value, strengthened partner and media relationships, and generated prominent media coverage.

Events and observances (seven or fewer days) includes programs or events scheduled for one to seven consecutive days (not including planning and preparation). Events may include commemorations, observances, openings, celebrations or other special activities, and must occur within a time span of one week.

[TGI Friday’s The Last Friday ](http://www.prsa.org/SearchResults/Download/6BE-1303B05)

Publication Date: **2013**
Product Code: **6BE-1303B05**
Organization/Author/Firm: **T.G.I. Friday's, Peppercomm**
Category: **Special Events - Observances / Media Relations / Special Events - Observances 7 days or less**
Industry: **Consumer Services / Food - Beverage / Retail**
Outcome: **Raising awareness / Increasing sales**

**Summary**

2013 Silver Anvil Award of Excellence Winner — Events and Observances (Seven or Fewer Days) — Consumer Services

The Peppercomm team for T.G.I. Friday’s was looking at the calendar of events for Q4 and spotted an opportunity. If the Mayan calendar had it right, Friday, December 21, 2012, would be earth’s last day. What if the casual dining restaurant could make it a day to go out in style for customers old and new? In a matter of eight weeks, “The Last Friday” was conceived and carried out across the U.S., attracting significant media and online attention for the brand and – more importantly – an increase in traffic by up to 170 percent.

Events and observances (seven or fewer days) includes programs or events scheduled for one to seven consecutive days (not including planning and preparation). Events may include commemorations, observances, openings, celebrations or other special activities, and must occur within a time span of one week.

[The Welcome Discovery Communications Campaign ](http://www.prsa.org/SearchResults/Download/6BE-1303D02)

Publication Date: **2013**
Product Code: **6BE-1303D02**
Organization/Author/Firm: **Smithsonian National Air and Space Museum**
Category: **Special Events - Observances / Media Relations / Special Events - Observances 7 days or less**
Industry: **Government - Public Affairs**
Outcome: **Raising awareness**

**Summary**

2013 Silver Anvil Award of Excellence Winner — Events and Observances (Seven or Fewer Days) — Government

It isn’t every day that a space shuttle arrives on your doorstep. But when *Discovery*, the spacecraft associated with the most historical and scientific milestones achieved during America’s 30-year shuttle era, was transferred by NASA to the Smithsonian’s National Air and Space Museum, participation by media and the public set records. Although the *Discovery* project had huge potential, creating a campaign plan was fraught with challenges, from public opinion issues, to logistical, security, and weather concerns, to a zero budget. To achieve results, the Museum’s Communications team developed a strategic campaign encompassing traditional and new media, marketing, and public awareness.

Events and observances (seven or fewer days) includes programs or events scheduled for one to seven consecutive days (not including planning and preparation). Events may include commemorations, observances, openings, celebrations or other special activities, and must occur within a time span of one week. The government subcategory includes all government bureaus, agencies, institutions or departments at the local, state and federal levels, including the armed forces, regulatory bodies, courts, public schools and state universities.

[World Risk Day Shines Spotlight on Strategic Risk Management, Active Risk Thought Leaders ](http://www.prsa.org/SearchResults/Download/6BE-1303C06)

Publication Date: **2013**
Product Code: **6BE-1303C06**
Organization/Author/Firm: **Active Risk, Zer0 to 5ive**
Category: **Special Events - Observances / Media Relations / Special Events - Observances 7 days or less**
Industry: **Business To Business / Financial Services / Insurance**
Outcome: **Raising awareness / Event attendance**

**Summary**

2013 Silver Anvil Award of Excellence Winner — Events and Observances (Seven or Fewer Days) — Business to Business

When it comes to risk management, too many companies utilize spreadsheets and a siloed approach to compliance. Billions of dollars are lost each year through mismanaged risks and missed opportunities. Active Risk, a provider of Enterprise Risk Management (ERM) software, wants executives to think about risk as a strategic imperative, rather than a tactical program. The answer: World Risk Day – a day dedicated to promoting the advantages of ERM. An integrated campaign of PR, social media, email and content marketing delivered trade and business coverage of ERM, 1,200+ participants, hundreds of U.S. leads and a thought leadership position for Active Risk.

Events and observances (seven or fewer days) includes programs or events scheduled for one to seven consecutive days (not including planning and preparation). Events may include commemorations, observances, openings, celebrations or other special activities, and must occur within a time span of one week.

[Schick Hydro Wakes Up Shave Zombies and Boosts Brand Sales ](http://www.prsa.org/SearchResults/Download/6BW-1307F23)

Publication Date: **2013**
Product Code: **6BW-1307F23**
Organization/Author/Firm: **Schick Hydro (Energizer Personal Care), Edelman**
Category: **Special Events - Observances / Special Events - Observances 7 days or less / Media Relations / Marketing / Advertising - Branding**
Industry: **Packaged Goods / Consumer Products**
Outcome: **Raising awareness / Building brands / Increasing sales / Increasing market share**

**Summary**

2013 Silver Anvil Award Winner — Marketing Consumer Products —Packaged Goods

Charged with significantly boosting sales and awareness of Schick Hydro and the new Power Select innovation, Edelman turned a simple but intriguing razor into a major business driver through inventive, unexpected launch activities, effectively waking up “Shave Zombies” at the International Consumer Electronics Show in January 2012. Immediately following this campaign:

* Brand awareness skyrocketed 16 percentage points to a record 47 percent, driven exclusively by PR;
* Overall brand sales climbed 14 percent, beating targets by 140 percent;
* Household trial jumped to an unprecedented 7.2 percent, nearly twice Hydro year one trial and the largest year-over-year gain for the category.

Campaigns that are Marketing Consumer Products included programs designed to launch or introduce new products or promote existing products to a consumer audience. The Packaged Good subcategory refers to traditional consumer products sold in packages, such as food products, pet products, household goods, toiletries and cosmetics.