



Rhino PR Receives Marketing Award

Firm's 2009 New Years card honored for strategy, creativity

SOUTH HAMILTON, Mass. – June 9, 2009 – Rhino Public Relations, a specialty public relations agency, announced today that it has been honored with a “Recognizing Outstanding Communications (ROC)” award by the Boston chapter of the Society of Marketing Professional Services (SMPS Boston). The firm was recognized at the organization's awards gala held on June 3rd at the Seaport Hotel Boston.

SMPS Boston's mission is to be the primary resource for education, networking and strategic and marketing information for its members and others working in the built environment. The organization has a long tradition of recognizing professional services firms in the architecture, engineering and construction industry for innovative marketing and communications efforts. Judging for the ROC awards is based on marketing objectives, creativity, quality, content and results.

Rhino PR was awarded First Place in the “Holiday Piece” category for the New Year's card it mailed to clients, colleagues and friends in 2009. Developed in partnership with graphic design firm Guarino Design Group, the card was titled “Charge into the New Year” and used the firm's red rhino logo in a whimsical way to support its brand, illustrate the firm's recent growth, and communicate the donation to a local food pantry on behalf of the card recipients.

The award program's jurors described several reasons for choosing to honor Rhino PR's submission: “Simple but effective with lots of impact;” “Great graphic representation of the firm;” and “Memorable.”

Rhino PR was also honored as a “Sponsor of the Year” for its ongoing support of the organization and involvement in activities over the past several years that have benefited SMPS Boston's members and colleagues. The firm was a corporate sponsor for the 2008-2009 season, and has been a regular supporter of the organization's annual charity golf tournament, the New England Regional Conference, and the annual Communications Awards program.

About Rhino Public Relations

Rhino Public Relations is a specialty public relations practice focusing on the unique PR needs of architectural, engineering, construction (A/E/C) and related firms. Founded by Principal Susan Shelby, CPSM, Rhino PR is based in South Hamilton, Mass. and has ongoing engagements with companies such as Acentech Inc., GEI Consultants, HMFH Architects, Hobbs Brook Management LLC, Margulies Perruzzi Architects and Payette. For more information, please visit www.rhinopr.com.

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