



McKenna Townsend
public relations

30th October 2009

MCKENNA TOWNSEND PR CELEBRATES AWARDS HAT-TRICK

Ringwood-based PR agency, McKenna Townsend PR scooped three Gold awards including Outstanding PR Consultancy at last night's Chartered Institute of Public Relations (CIPR) PRide Awards. The glitzy ceremony was held at the De Vere Hotel in Southampton and honoured PR practitioners in the CIPR's Wessex region, which includes companies from across Dorset, Hampshire and the Isle of Wight.

The agency, which provides regional, national and international PR support for a range of clients including the SUBWAY chain, WestQuay and The Oracle Shopping Centres and Dorset Police, was shortlisted for no less than seven categories, finally walking away with three Gold awards and two Silver awards on the night.

Sarah Townsend, co-managing director of McKenna Townsend PR, said: "I am absolutely thrilled with our wins at the CIPR PRide Awards and particularly that we've been recognised as the Outstanding PR Consultancy. Our aim is the relentless pursuit of results and these awards are testament to the great work the team does every day for our clients. We are looking forward to working on more award-winning campaigns for our clients."

Katherine Stedman, chair of CIPR Wessex, said: "To win outstanding public relations consultancy is a fantastic achievement and McKenna Townsend PR should be very proud of this accolade and the other awards it received for its client work. McKenna Townsend PR is very committed to its staff and delivering great results for its clients. This has seen them

grow the work it does for their current clients as well as gaining a number of new clients – enabling the agency to grow by over 50% over the last year.”

McKenna Townsend PR was set up six years ago by co-managing directors Matt McKenna and Sarah Townsend and continues to be the largest public relations agency in the Wessex region. The agency was recently recognised by PR Week as a “One to Watch 2009” in the publication’s industry rankings and is one of the top 50 consumer agencies in the UK.

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Notes to Editors:

The CIPR PRide Awards have grown in strength and stature, recognising public relations success and achievement in the nations and regions.

- There were over 1,400 plus entries UK-wide this year.
- Being shortlisted – even better winning one – is proof to your colleagues and clients that your work has been judged to be among the best in the UK – and is a great morale booster for your team.
- The CIPR PRide Awards is the only awards scheme which showcases the best PR work being carried out across the UK regions and nations and sets industry standards.
- There are thirteen areas taking part in the CIPR PRide Awards – Channel Islands; East Anglia; Home Counties South; Midlands; North East; North West; Northern Ireland; Scotland; Thames and Chiltern; Wales; West of England; Wessex; and Yorkshire and Lincolnshire.
- There are 24 award categories (25 in Scotland) – for a full list visit <http://ciprprideawards.com/page114153.aspx>
- The judging process is rigorous with a national panel of industry experts assessing the shortlisted entries and choosing the winners. For 2009 we appointed two Chairs of Judges, John Aspery and Chris Genasi, who will resolve any disputes and help ensure a fair and consistent judging process.