



Media Alert
FOR IMMEDIATE RELEASE

Contact:
Strategic Image (817) 274-0075

Public Relations Professional Receives Platinum Recognition
Gigi Westerman Awarded 2011 Hermes Creative Award for Magazine Placement

Arlington, Texas, May 26, 2011 – Gigi Westerman, APR, has received top public relations honors as a Platinum winner in the 2011 Hermes Creative Awards. Hermes is an international competition that recognizes outstanding work in the field of marketing and public relations. Westerman was awarded Platinum recognition in the category of Magazine Placement, on behalf of client PCDworks, Inc, an innovative technology development firm based in Palestine, Texas.

The Hermes Creative Awards are administered and judged by the Association of Marketing and Communication Professional, an international organization consisting of thousands of marketing communication, advertising, public relations, media production and independent professionals. The Hermes Platinum Award is presented to entries judged to be among the most outstanding in the annual competition.

Westerman is president of Strategic Image, Inc. (www.strategicimage.com) a communications consulting firm that specializes in branding, public relations, marketing communications, and presentation training.

###