

NEWS RELEASE

*For Immediate Release*

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**STRATEGIC IMAGE NAMED “BEST OF SHOW” AT  
ANNUAL WORTHY AWARDS FOR SECOND YEAR RUNNING**

**FORT WORTH, Texas, (April 25, 2013)** – The Greater Fort Worth Chapter of the Public Relations Society of America recognized the very best in regional strategic communications on Thursday, April 25 at the 2012 Worthy Awards celebration dinner. Gigi Westerman, APR, founder and president of Strategic Image, Inc., took home top honors for strategic communications and creative tactics in two categories, and for the second time in the history of the two-year-old awards event, Strategic Image was awarded Best of Show at the end of the night.

Westerman received the Worthy Award and Best of Show recognition for an internal communications campaign created for Tarrant County Public Health. The campaign, titled *Breastfeeding WORKS: What’s Good for Babies is Good for Business* was designed to build internal support at all levels for a new policy supporting breastfeeding mothers in the workplace. Westerman also received a Worthy Award for Creative Tactics for *College in Color*, an expansion of her award-winning nutritional education initiative *Live a More Colorful Life*.

Founded in 2011, the Greater Fort Worth Worthy Awards honor the best in strategic communications and are presented to Fort Worth’s most inspiring, innovative and influential communicators.

**About Strategic Image**

Established in 2001, Strategic Image, Inc. is a designated Woman Owned and Historically Underutilized Business that serves both local and national clients. Services include media relations, crisis communications, marketing, branding, campaign design and implementation, and integrated communications strategy.

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