

Media Alert

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Public Relations Professional Recognized with Top Honors *Gigi Westerman Receives Hermes Creative Awards*

July 14, 2008, 2008, Arlington, Texas – Local businesswoman Gigi Westerman received top honors in the Hermes Creative Awards, an international competition that recognizes outstanding work in the field of marketing and public relations. Westerman, president of Strategic Image, Inc. in Arlington, Texas, was recognized with a Platinum and two Gold Awards for work conducted on behalf of small business and non-profit clients.

Westerman received the Hermes Platinum Award for Writing & Ad Copy for a series of newspaper ads entitled “What Kind of Power?” The ads were developed for the Cross Timbers Landowners Conservancy in Erath County. Westerman also received a Hermes Gold Award for pro-bono public relations efforts conducted on behalf of the American Cancer Society in Fort Worth.

In addition, Westerman received a Hermes Gold Award for work conducted on behalf of PCDworks, Inc., a technology innovation firm that specializes in new product development. The award recognizes the concept, writing and design of a blog entitled www.TechnologyWonk.com.

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. Hermes Prestigious Platinum Award is presented to entries judged to be among the most outstanding in the competition. The Gold Award is presented to those entries judged to exceed the high standards of the industry norm.

Strategic Image, Inc. is a marketing and public relations firm that offers a full menu of services including branding, reputation management, B2B communications, media relations, issues management, crisis communications, community relations and presentations skills training.

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