

NEWS RELEASE

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For Immediate Release

GIGI WESTERMAN TO BE RECOGNIZED IN WASHINGTON, D.C. AS FINALIST IN PR NEWS' ANNUAL NONPROFIT PR AWARDS

Money School program delivers results for Catholic Charities and United Way financial education efforts

WASHINGTON, D.C., (February 7, 2013) – PR News has recognized Gigi Westerman, APR of Strategic Image, Inc. as a finalist in the annual PR News Nonprofit PR Awards for her work with Catholic Charities Fort Worth and United Way of Tarrant County on a financial education rebranding effort. The award salutes the top nonprofit public relations campaigns of the year, the smartest communications initiatives and the people behind them.

The entry, titled Money School, highlighted a successful branding and strategic communication effort designed to support a communitywide financial education initiative for individuals and families making less than \$50,000 per year. It was named as a finalist in the Branding/Rebranding Campaign category.

“Financial education is an essential step to ending poverty, and the tools and techniques provided in this program teach individuals and families to manage their finances and make informed decisions,” said Christie Mosley-Eckler, Money School program manager for Catholic Charities Fort Worth. “Thanks to our new Money School brand and strategic communication plan, we’ve seen a significant increase in families seeking financial education. We are also capturing the hearts of community partners, which will help make this initiative even more successful.”

PR News is known across the public relations industry as a strategic resource and training tool, and the Nonprofit PR Award showcases the industry-leading campaigns and outstanding individual performance. The winners and honorable mentions will be celebrated at the [Nonprofit PR Awards Luncheon](#) on March 11, 2013 at the National Press Club in Washington, D.C.

Strategic Image, Inc. is a consulting firm that specializes in branding, public relations, integrated communications and presentation training.

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