

NEWS RELEASE

For Immediate Release

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**STRATEGIC IMAGE RECEIVES PRSA
SILVER ANVIL AWARD OF EXCELLENCE**

NEW YORK, NY (June 26, 2013) – Top-tier public relations professionals converged on New York City this June to celebrate the organizations and campaigns that demonstrated exemplary professional skill, creativity and resourcefulness at the 2013 Public Relations Society of America (PRSA) Silver Anvil Awards ceremony. Gigi Westerman, APR, president of Arlington, Texas-based Strategic Image, Inc., received the Silver Anvil Award of Excellence for *Breastfeeding WORKS, What's Good For Babies is Good For Business*, a campaign created for Tarrant County Public Health.

Westerman received the Award of Excellence in government internal communications, one of 16 categories that reflect the wide scope and contribution of public relations. For each category, one Silver Anvil and up to two Silver Anvil Awards of Excellence are handed out. Westerman's campaign competed against programs at Northrop Grumman, American Cancer Society, Inc. and the Screen Actors Guild.

Westerman designed the *Breastfeeding WORKS* campaign to educate Tarrant County Public Health employees and gain critical buy in for a new worksite lactation policy. The internal communications effort focused on demonstrating the business case for supporting worksite lactation, and garnered employee buy-in by providing education and showcasing success stories from coworkers.

Earlier this year, the campaign also received Best of Show recognition at the Greater Fort Worth Chapter of PRSA Worthy Awards, Westerman's second Best of Show recognition in the annual awards ceremony.

About Strategic Image

Founded in 2001, Strategic Image Inc. is a communications consulting firm that works with leading companies, small businesses and non-profit organizations to design and implement strategic communications initiatives. Key services include brand development, communications strategy, crisis communications, issues management, event coordination, media relations, website development, social media planning, and media and presentation training.

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