



**Media Alert**  
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**Obesity Prevention Campaign Receives Top PR Honors**  
*Gigi Westerman and Tarrant County Public Health Recognized With  
2011 Silver Spur for the Live A More Colorful Life! campaign*

Arlington, Texas, May 26, 2011 – The Texas Public Relations Association (TPRA) awarded a 2011 Silver Spur to the Live A More Colorful Life! campaign, conducted by Gigi Westerman, APR, president of Strategic Image, Inc., and the Tarrant County Public Health Department.

Live A More Colorful Life ([www.LiveAMoreColorfulLife.org](http://www.LiveAMoreColorfulLife.org)) is a grant-funded initiative to reduce obesity by educating consumers about the benefits of incorporating a wide and colorful array of fresh fruits and vegetables in their daily diet. The campaign included support for local farmers markets, as well as cooking demonstrations, children's events, an educational website, and curriculum for public health education.

The TPRA Silver Spur honors outstanding professional achievement in developing and implementing significant public relations programs or projects for employers or clients, and is the highest recognition for superior public relations achievement.

Based in Arlington, Texas, Strategic Image, Inc. ([www.strategicimage.com](http://www.strategicimage.com)) specializes in branding, public relations planning and implementation, marketing communications, and presentation training.

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