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### **CORECUBED WINS PRSA'S BRONZE ANVIL AWARD** *Strategic Tactic in PR Campaign Wins National Attention*

**Louisville, KY (June 12, 2006)** – The Public Relations Society of America (PRSA) gave **corecubed** its coveted Bronze Anvil Award in New York City last week. The national award recognizes creative tactics in a public relations campaign. Winners were acknowledged during the 2006 Silver Anvil Awards Evening Thursday (June 8).

**corecubed** won the honor for a story that was pitched and secured by **corecubed** Account Director Tirza Wibel for *Home Healthcare Nurse*, a peer-reviewed professional journal. The story appeared in the September 2005 issue of the magazine and was part of a national publicity campaign **corecubed** executed for the National Private Duty Association. The account team included Wibel along with **corecubed** Managing Director Merrily Orsini and Public Relations Specialist Marissa Snook.

“The PRSA Bronze Anvil rewards great creativity and results in public relations tactics,” said Sherry Goldman, 2006 PRSA Bronze Anvil Awards chair and president, Goldman Communications Group, Inc. “Only the best entries from across the country were selected to win this honor. We congratulate **corecubed** on its exemplary work.”

The Bronze Anvil Awards were created by PRSA in 1969 to recognize outstanding public relations tactics, the individual items or components of programs or campaigns. They are awarded in 50 categories and subcategories including consumer relations, newsletter, website, feature story, press/media kit and blogs.

**About corecubed**

**corecubed** provides integrated marketing communications services using a strategic approach to help clients create high-impact campaigns to launch or rebrand products or companies.

**corecubed** uses marketing, design and PR for companies seeking to grow their business and establish a positive reputation through focused communications efforts. Further information can be found on the Web at [www.corecubed.com](http://www.corecubed.com) or by calling 800-370-6580.

**About the Public Relations Society of America (PRSA)**

The Public Relations Society of America ([www.prsa.org](http://www.prsa.org)) is the world's largest organization for public relations professionals. The Society has more than 29,000 professional and student members. PRSA is organized into 112 Chapters nationwide, 19 Professional Interest Sections, along with Affinity Groups, which represent business and industry, counseling firms, independent practitioners, military, government, associations, hospitals, schools, professional services firms and nonprofit organizations.

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