

Florentz Public Relations, LLC

212 West Front Street, Suite 202, Media PA 19063

NEWS

Editorial Contact
Chris Florentz
(610) 565-5008

FOR IMMEDIATE RELEASE

FLORENTZ PUBLIC RELATIONS RECEIVES 2006 PEPPERPOT AWARD

MEDIA, PA (December 1, 2006) — The Philadelphia chapter of the Public Relations Society of America awarded Florentz Public Relations, LLC of Media the top honor in the *Independent Practitioners* category for the second year in a row at the 38th Annual Pepperpot & Achievement Awards on November 30.

Christopher Florentz, the firm's principal, accepted the award at the chapter's annual awards dinner on November 30 at The Ballroom at the Ben in Philadelphia. The award was made for the firm's work on *Custom Publishing—Hot Marketing Alternative*, for Imaging Network in Fort Lauderdale, FL.

Florentz Public Relations edits custom magazines published by Imaging Network for companies in various vertical markets. Florentz says custom magazines are a dynamic marketing alternative that increase brand awareness by enabling clients to tell their story in a credible editorial environment.

"The primary goal of custom publishing is to connect clients with their customers, engage their audience, and grow their revenues," says Florentz, whose firm offers a range of services that include:

- Media Relations/Publicity
- Writing and Editing
- Community Relations
- Crisis Communications
- Government Relations
- Trade Show Support

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Florentz Public Relations excels at creating persuasive communications that position clients in a competitive market where image-building and branding are essential for success. The first step is to analyze the client's business objectives. Next, a communication strategy for achieving these objectives is created.

The result is an integrated mix of communications that serves as a powerful marketing tool for enhancing the bottom line by contributing to an increase in sales, membership, enrollment, charitable giving or employee productivity.

Florentz has worked to increase name recognition for a wide range of organizations from a fast-growth entrepreneurial business (Strategic Distribution Inc.) and non profit organizations such as The Food Trust to electronics giant Panasonic and nuclear utility PSE&G.

Last year Florentz Public Relations received a Pepperpot Award for the public affairs campaign it created for Alley Friends Architects in Philadelphia.

Information about Florentz Public Relations is available at **www.florentzpr.com**.

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