

# FOR IMMEDIATE RELEASE

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## **NICOLE A. CASHMAN AND CASHMAN & ASSOCIATES HONORED AT PHILADELPHIA PRSA PEPPERPOT & INDIVIDUAL ACHIEVMENT AWARDS**

PHILADELPHIA – (December 8, 2008) Nicole Cashman, President and CEO of Cashman & Associates Public Relations & Special Events and her agency were honored with two awards at the Philadelphia Public Relations Society of America's (PRSA) 2008 Pepperpot and Individual Achievement Awards ceremony on Thursday, December 4<sup>th</sup>. The Pepperpot Awards are the region's equivalent of the national PRSA's Silver Anvil Awards for excellence. Cashman received the DeAnn White Individual Achievement Award and Cashman & Associates was honored with a Second Place Pepperpot Award in the Pro Bono category for their work on Utley All-Star Animals and Casino Night.

The DeAnn White Award was established in 2000 after the tragic death of DeAnn White, the former public relations manager for the New Jersey State Aquarium. In her life, White volunteered her public relations talent to non-profit organizations and her award was created to acknowledge local PR professional who use their expertise in the field of community service and volunteerism. Justin Wineburgh of Cozen O'Connor presented Nicole Cashman with the DeAnn White Award, which she received for sharing White's passion toward giving back to her community.

Cashman is currently a member of the board for the Juvenile Diabetes Research Foundation and the advisory board for the Mural Arts Program of Philadelphia; she is also part of the Mural Arts Program's 25<sup>th</sup> Anniversary Year committee. She is involved with the Central committee and Opening Night committee for the Philadelphia Orchestra, as well as committees for the Foundation for Breast and Prostate Health's Give the Shirt Off Your Back! Gala, Police Athletic League Award Dinner and Silent Auction, and Gift of Life's Donors are Heroes. Last spring, Cashman chaired the décor committee and sponsored the Arthur Ashe Youth Tennis Association's gala and will co-chair the 2009 gala. Additionally, Cashman is active on several committees and mentors students for Drexel University.

In addition to her individual award, Cashman and her team were awarded a *Ladle* for taking Second Place in the Pepperpot Awards Pro Bono category for work on Utley All-Star Animals Casino Night. Last spring, Cashman & Associates offered pro bono public relations and special events services to Phillies Second Baseman Chase Utley and his wife, Jennifer, for their first Utley All-Star Animals Casino Night benefitting the Pennsylvania SPCA. Cashman & Associates played a key role in conceptualizing and executing Utley All-Star Animals Casino Night, in addition to garnering outstanding awareness for the Utley's cause and the PSPCA. Through sponsorships, admission tickets, a silent auction and raffles, Utley All-Star Animals raised \$200,000 for the PSPCA.

*About Cashman & Associates:*

Cashman & Associates ([www.cashmanandassociates.com](http://www.cashmanandassociates.com)) represents and develops clients in the fashion & beauty, entertainment & gaming, restaurant & beverage, and real estate industries. With creative talent, strong relationships and proven experience, Cashman & Associates executes customized and articulate public relations programs for both retainer and project-based clients. Cashman & Associates integrates strategic marketing and customized special events to heighten consumer awareness and trade recognition.

Founded in 2001 by Nicole Cashman, Cashman & Associates has quickly amassed a high profile client list including Starr Restaurants, Bernie Robbins Fine Jewelers, Tower Investments and the Greater Philadelphia Marketing and Tourism Corporation. Cashman & Associates has offices in Philadelphia and New York with a network that extends through all major media markets across the country including Miami, Chicago, Los Angeles, DC, Boston and Las Vegas.

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