



IMMEDIATE RELEASE

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Corning Place Consulting Wins Two PRSA Empire Awards

ALBANY, NY – Corning Place Consulting (CPC), an Albany-based public relations firm specializing in media relations, advertising and marketing, was honored with two awards from the Capital Region’s Chapter of the Public Relations Society of America (PRSA).

CPC, the public relations affiliate of the law firm Hinman Straub P.C., received the Integrated Campaign and Best in Show awards at PRSA’s annual presentation on Nov. 3 for its highly successful multimedia “Judgment Day” campaign.

The goal of the campaign was to educate and empower voters across New York State on behalf of Unshackle Upstate, a pro-business and -taxpayer coalition founded in 2006 to advocate for New York’s taxpayer and job creators.

“We are grateful and honored that our industry colleagues recognized the accomplishments and innovation of the work done on behalf of Unshackle Upstate,” said Jim Smith, vice president of Corning Place Consulting. “This has truly been a team effort and we are extremely thankful to the PRSA awards committee for recognizing the success of the campaign.”

Launched in February 2010, the campaign resulted in several hundred earned media hits in newspapers, television and radio, produced several direct mail pieces that landed in more than 90,000 homes and generated more than 11,000 e-mail letters to legislators.

In addition to those efforts, Corning Place Consulting worked in tandem with social media marketing firm Overdrive Interactive to strengthen Unshackle Upstate’s Facebook online presence. To date, Unshackle Upstate’s Facebook fan count has increased by 546 percent; its Twitter follower count is 1,301 and the coalition’s website has received 118,757 page views.



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