

Media Partners Wins Five Awards from Raleigh PR Society

Written by Australian Business

RALEIGH, NC, September 28, 2013 **/24-7PressRelease/** -- Media Partners, Incorporated (MPI) took home five awards on Tuesday night at the Sir Walter Raleigh Public Relations Awards sponsored by the Raleigh Public Relations Society. The awards were presented at a banquet emceed by Sean Maroney, WNCN-TV Weekend Anchor, at the Contemporary Art Museum.

MPI received Gold and Best in Category for the video production of a media relations campaign called "What it Means to Rebuild in America." The video, produced in conjunction with Tim McKay of Fruition Film, featured the Eight Eighties Wounded Warrior Team of Kinston, N.C., a group of war time veterans all over 80 years old. The campaign promoted efforts to rebuild America by creating jobs and supporting wounded service men and women returning from Iraq and Afghanistan. <http://www.woundedwarriorteam.com/880s.html>

MPI also received two honorable mentions for media relations tools used to promote the campaign including a news release and media kit that featured historical biographies of these World War II veterans.

Meanwhile, the agency was recognized in the campaign/special event category for Big Bad Ball, an annual fundraiser for Hospice of Wake County (HOWC). MPI designed the campaign "A Sophisticated Soiree, Where it's Good to be Bad" with a creative design that invited an 'over the top' night on the town. The annual black-tie event is one of HOWC's largest fundraisers, with all proceeds going toward their benevolent care program.

"MPI's PR capability is growing, and it's a great honor for our team and our clients to receive these awards," said Nancy Bono, agency partner at MPI. "The work we do on behalf of our clients is certainly reward enough, but this validates what we all believe: Solid client and agency partnerships produce successful results."

The Sir Walter Raleigh Awards competition is presented annually by the Raleigh Public Relations Society to honor work by North Carolina public relations and communication professionals. The awards recognized entries for outstanding excellence in communications for the calendar year 2012.

"We have a great team, and we have worked hard to build our agency around strong talent. We work strategically to tie everything we do back to our client objectives," said Sal Conino agency partner at MPI. "This focus has led to client success and recognition by our peers. We couldn't

Media Partners Wins Five Awards from Raleigh PR Society

Written by Australian Business

be happier."

About Media Partners, Inc. Founded in 2000, MPI is a media marketing agency that has experienced strong growth in recent years, with key account wins and deepened, long-term client relationships. The agency has established itself as a formidable player in the region with strong capabilities in healthcare, education, retail, and media—specifically offering marketing support to a number of broadcast outlets in North Carolina, Virginia and Tennessee. MPI blends the best of boutique and full-service agencies by offering clients a partnership of creative design and integrated thinking at every turn. With talent and expertise from senior partners, MPI is a media company that understands marketing. To learn more about MPI and [mindfulmediamarketing](http://www.mediapartners-inc.com), visit <http://www.mediapartners-inc.com> or connect with Media Partners-Inc. on Facebook.

About Fruition Film Fruition Film is a partnership between Tim McKay and Sam Griffin, who together have nearly 50 years of experience in film and video production. From PR and advertising to broadcast news, the Fruition Film partners specialize in projects where storytelling is king. We operate on the philosophy that story connects us to each other and that that connection is what builds strong communities and organizations.