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Houston Public Relations Firm Ward Wins 12 Industry Accolades

Firm keeps winning streak going with IABC Bronze Quill and PRSA Excalibur awards for firm, client and pro bono work

HOUSTON (Jun. 29, 2015) – Ward, a top ten Houston-based communications firm, won six International Association of Business Communicators (IABC) Houston awards at the association's annual June 11 Bronze Quill Awards which recognize Houston's top communicators and the outcomes of their work. Ward also received six Public Relations Society of America (PRSA) Houston awards at the June 18 30th annual Excalibur Awards gala which honor outstanding public relations professionals, programs and tactics.

IABC Bronze Quill Awards

Winning entries, including three for the firm, were all in the Communication Management division covering projects, programs and campaigns that are guided by a communication strategy. These entries demonstrated a full range of planning and management skills, including research, analysis, strategy, tactical implementation and evaluation. Ward also submitted winning work for client North Dakota LNG and pro-bono partner, Congregation Beth Israel.

- Award of Excellence for Special Events - Congregation Beth Israel: Be a Blessing 160th Anniversary Campaign
- Award of Excellence for Electronic and Digital Communication - Congregation Beth Israel: Be a Blessing 160th Anniversary Website
- Award of Excellence for Social Media – Ward to the Wise
- Award of Merit for Brand Communication – Ward Brand Refresh
- Award of Merit for Electronic and Digital Communication – Ward Website Refresh
- Award of Merit for Media Relations - North Dakota LNG: A Boon in the Bakken

PRSA Houston Excalibur Awards

Ward took home an award for the firm in the Campaign category for complete programs that incorporate sound research, planning, execution and evaluation and reflect the highest standards for strategic thinking, ethical practice and measurement. Four submissions won in the Tactical category recognizing excellence in the tactical elements that contribute to the success of larger public relations campaigns. Ward also submitted winning work for pro-bono partner, Congregation Beth Israel.

- Gold Excalibur – Blogs: Ward to the Wise
- Silver Excalibur – Reputation/Brand Management: Ward Brand Refresh
- Silver Excalibur – Websites: Ward Website Refresh
- Silver Excalibur – Events and Observances: Congregation Beth Israel 160th Campaign
- Silver Excalibur – Websites: Congregation Beth Israel 160th Website
- Bronze Excalibur – Special Projects: North Dakota LNG

“Ward is truly honored and grateful to be recognized by the Houston IABC and PRSA chapters,” said Ward President Deborah Ward Buks. “I dedicate this award-winning success to the clients who trust us to cause communication results on their behalf and to our team who worked day and night refreshing the Ward brand to convey the joy for what we do.”

About Ward

A Houston-based communications firm and partner of the international Worldcom Public Relations Group, Ward causes communication, both internal and external, that causes intended results through media relations, community relations, crisis communications, employee relations, social networking, marketing communications and more. The award-winning firm serves business-to-business and consumer clients. Founded in 1990, the firm has experienced steady growth and gained a reputation for producing award-winning results with a strong commitment to client service. Visit www.WardCC.com for more information.

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About Worldcom Public Relations Group

Worldcom Public Relations Group is the world’s leading partnership of independently owned public relations firms, with 143 offices employing some 2,000 staff in 115 markets across six continents. In total, Worldcom partners reported combined revenue of US \$288 million last year from 3,034 clients. Established in 1988, the group was formed so that the strongest, most capable independent firms could deliver immediate impact and sustained value through the intelligent use of communications – wherever in the world a client needs support. Partners serve national, international and multinational clients, while retaining the flexibility and client-service focus inherent in independent agencies. Through Worldcom, clients have on-demand access to in-depth communications expertise from professionals who understand the language, culture and customs of the geographic areas in which they operate.

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