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Co-Communications Takes Home Five Big “W” Awards

Mount Kisco, NY (August 8, 2008) – Co-Communications, Inc., a full-service public relations and marketing firm, received five Big “W” Awards in the Public Relations category at the Advertising Club of Westchester’s (ACW) 2008 Big “W” Awards Gala. The event was held recently at Abigail Kirsch at Tappan Hill, Tarrytown, NY.

Co-Communications won three gold Big “W” Awards for their work with the **Boys & Girls Clubs of Northern Westchester, Seaboard Weatherproofing & Restoration, and Grand Prix New York**. Through the firm’s results-oriented approach, the Boys & Girls Club has maintained a positive, consistent presence in the media, garnering more than 100 placements in 2007. Co-Communications’ “Bell Reunites with Church” campaign produced for Seaboard Weatherproofing & Restoration, a leading restoration and alteration construction firm, covered Seaboard’s ambitious task of reinstalling a 1,000 pound, 150-year-old bell from the Irvington Presbyterian Church tower. The campaign received coverage from media outlets in print, web, and broadcast including two local television stations. The launch campaign for Grand Prix New York (GPNY), one of the largest indoor racing and corporate event venues in the country, included custom racing helmets hand delivered by staff dressed in racing suits. GPNY’s grand opening event was attended by 13 dignitaries, seven media outlets, and received 27 print and online placements, as well as coverage on local television and radio broadcasts.

The firm’s campaigns for the **Westchester Library System (WLS)** and **NAI Friedland Realty** were each acknowledged with a silver award. Westchester Library System’s African American Writers & Readers Literary Tea, an annual event designed to increase awareness of African American history, literature, and culture, garnered 47 pre- and post-event placements in print and online media. Co-Communications developed a video initiative for Friedland, which was launched using a 360° video tour of an industrial building located in Carmel, NY. The video was posted on Friedland’s website and sent out to their internal database. A long-term lease on the property was signed shortly after.

“It’s an honor to be among Westchester’s most creative professionals whose commitment to excellence shines through each ad, PR campaign, and website,” said Rodica Ceslov, president of the Ad Club of Westchester. “The ACW’s Big ‘W’ Awards have proven once again that our clients do not have to look to Manhattan for dynamic results.”

Co-Communications is headquartered at 332 Main Street, Mt. Kisco, New York and can be contacted at (914) 666-0066 or info@cocommunications.com. The company’s satellite office is located at The Courtyard at 10 Mall Way, Simsbury, Connecticut, and can be reached at (860) 658-5700. For additional information, visit www.cocommunications.com.

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