



FOR IMMEDIATE RELEASE

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Palmetto Health Foundation Public Relations Recognized with SCPRSA Mercury Awards

COLUMBIA, S.C.—Palmetto Health Foundation’s Public Relations team was recognized by the South Carolina Chapter of Public Relations Society of America (SCPRSA) with six Mercury and Silver Wing Awards. SCPRSA hosted its annual Mercury Awards on May 4 to recognize South Carolina communications professionals for their outstanding communications work. Mercury Awards recognize public relations programs and campaigns. Silver Wing Awards recognize outstanding tactics used in public relations.

Mercury Award of Excellence:

B106.7FM Children’s Hospital Radiothon media relations (category: media relations-associations, government, nonprofits)

Silver Wing Award of Excellence:

Famously Hot Pink Half Marathon finisher’s medal reveal video (category: creative tactics)

Mercury Award of Excellence:

Portfolio gratitude issue (category: stakeholder/investor relations)

Mercury Award of Excellence:

Famously Hot Pink Half Marathon first place medal (category: integrated communications)

Silver Wing Award of Merit:

Portfolio magazine (category: magazines-internal audiences primarily)

Mercury Award of Merit:

Famously Hot Pink Half Marathon press conference (category: events, 7 days or fewer)

Palmetto Health Foundation Palmetto Health Foundation’s mission is to engage community partners to enhance health care for patients and families served by Palmetto Health. For more information, visit palmettohealthfoundation.org or call (803) 434-7275.

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