



## FOR IMMEDIATE RELEASE

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### **Waller & Company Receives “Best of Show Award”**

*Tulsa, Okla.* – Waller & Company Public Relations Inc., a Tulsa-based full-service public relations and marketing firm, garnered four awards and the “Best of Show Award” at the Tulsa chapter Public Relations Society of America Silver Link award banquet on June 17. The firm was awarded for its work on projects for the Tulsa Historical Society, Cancer Treatment Centers of America, Lafarge-Tulsa Cement Plant, and Book Smart Tulsa.

“We’re so honored to accept these PR awards and have our team recognized for their hard work,” said Barrett Waller, president and CEO. “We’re fortunate to work with great clients, and it’s nice when you can be rewarded for the thing we love to do every day.”

Waller’s work on the Lafarge Tulsa-Cement Plant “Oklahoma Rocks & Minerals Program” was awarded a Silver Link award and “Best of Show” earning a perfect score from judges at PRSA’s Northwest Arkansas chapter. The “Best of Show” award is given to a chapter’s entry judged to be most effective in outlining and achieving its goals and objectives.

The plant created the Oklahoma Rocks & Minerals Program (OKR&M) in the summer of 2008 with a goal of contributing more to local schools and raising name awareness in Tulsa and Rogers counties. Waller & Company attracted and worked with 15 area schools, helped to train Lafarge “ambassador” instructors, planned and coordinated all details of classroom visits by ambassadors, and co-led final class field trips to the cement plant. Since the program’s inception, the OKR&M program has had an impact on more than 2,450 area students and approximately 2,586 adults

Other Waller awards included:

- Waller & Company was given a Silver Link award for Tulsa Historical Society (THS) “Road to the Governor’s Mansion” Invitation Package in the Invitation (nonprofit) category. THS unveiled a major exhibit on Oklahoma’s gubernatorial history with a January 2009 event called “Road to the Governor’s Mansion.” Waller & Company Public Relations and JMAC Design created a clever, historically accurate save-the-date card, invitation and reply card for the event, which drew 265 guests.
- Waller & Company’s CTCA “Chefs for the Cure” entry won a Silver Link award in the Media Relations category. Hosted by Cancer Treatment Centers of America, “Chefs for the Cure” is an annual “taste-of” style event benefiting the Tulsa affiliate of Susan G. Komen for the Cure. Waller & Company planned and managed media relations surrounding the 2009 event, which attracted 400 guests and raised \$12,500.

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- Waller grabbed a 2010 Silver Link award in the Media Relations category for its work on BookSmart Tulsa's "The Pioneer Woman Cookbook Launch" release party at the Tulsa Historical Society for popular area blogger Ree Drummond to celebrate her first book, *The Pioneer Woman Cooks*. Waller & Company Public Relations managed pre- and post-event media relations and coordinated social media efforts. In addition to wide media and blog coverage, more than 400 guests attended the book signing – the largest crowd ever to attend a BookSmart Tulsa author event.

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