



September 26, 2012
For Immediate Release

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**Connecticut Food Bank's "Connecticut Food News" Wins Best in Show
at 2012 PRSA Mercury Awards**

2010-2011 Annual Report Receives Gold Award

East Haven, CT – Connecticut Food Bank won Best in Show in the tactical category at the Public Relations Society of America's (PRSA) 2012 Mercury Awards for its *Connecticut Food News* newsletter. The organization's 2010/2011 Annual Report also received a Gold Award in the Annual Report, Not for Profit Category. The Mercury Awards are hosted by the Connecticut Valley, Westchester/Fairfield and Southern Connecticut Chapters of the Public Relations Society of America.

To instill a feeling of hope in the fight against hunger, Connecticut Food Bank produced a colorful newsletter and annual report for the first time. Both publications highlight colorful fruits and vegetables, blue skies, mobile pantry distributions and a local farm that is also a donor.

"Each issue of the newsletter includes stories about real people who are affected by hunger," said Janet Kniffin, Connecticut Food Bank's Chief Development Officer. "It helps readers gain a better understanding of the circumstances and challenges faced by families who are served by Connecticut Food Bank and its member programs."

Connecticut Food Bank's annual report and newsletter were designed by Caserta Design Company of Stratford, Connecticut, and included photos by Skip Hine Photography of Riverdale, New York.

PRSA's Mercury Awards recognize outstanding creative and strategic work in the public relations, communications and marketing professions. The awards honor creative and strategic excellence and encourage outstanding performance in the field.

The Mercury Awards were created in 1996 by the Connecticut Valley Chapter to recognize outstanding work in the public relations, communications and marketing disciplines. In 2004, all three Connecticut-based PRSA chapters joined forces to create a regional award competition, reaching all of Connecticut, Western Massachusetts, Westchester County and the Lower Hudson Valley region of New York. Information on the annual competition is available on the PRSA-CVC website at www.prsactvalley.org.

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***Connecticut Food Bank** serves approximately 600 local emergency food assistance programs in six of Connecticut's eight counties: Fairfield, Litchfield, Middlesex, New Haven, New London and Windham. Connecticut Food Bank distributes an average of 33 tons of food every business day.*