

# Roswell Inc Sweeps the PRSA Georgia Phoenix Awards



Roswell Inc won four awards during the 2019 Phoenix Awards ceremony, hosted earlier this month by the Georgia Chapter of the Public Relations Society of America (PRSA). Created in 1984, the Phoenix Awards recognize projects and programs each year that demonstrate excellence in the state's public relations profession.

Roswell Inc won Phoenix Awards in three different categories and took home the evening's highest honor—the “Best of Phoenix” award. The “Best of Phoenix” award is given out each year to the top PR program entry, one that embodies the “best of the best” in terms of public relations excellence and impact.

“The Best of Phoenix Award is very competitive and includes

entries from Georgia's top Fortune 500 corporations, hospital systems, non-profit organizations, and PR agencies," said PRSA Georgia President Jasmine Hoffman. "I am thrilled to see Roswell Inc emerge as the winner of the Best of Phoenix Award this year. This recognition is a testament to the extraordinary quality of work being performed by Roswell Inc and its leaders."

This year, 239 programs and projects were submitted to the awards program. Of those, only 63 received Phoenix Awards, which signifies the best entry in its category.

Roswell Inc received Phoenix Awards for the following campaigns and projects:

- Brand/Reputation Management: Rebuilding Our Brand
- Issues Management: Changing the Conversation About Our Organization
- Annual Reports: 2018 Roswell Inc Annual Report

PRSA Georgia is the second largest PRSA chapter in the country, with more than 900 members. The Phoenix Awards program is open to both members and non-members.

For more information, and to see the full list of winners, visit [prsageorgia.org](http://prsageorgia.org).