

Roswell Inc Wins National Bronze Anvil Award



Roswell Inc has been awarded the prestigious 1st place Bronze Anvil Award for its 2018 Annual Report through the Public Relations Society of America (PRSA), the nation's largest professional organization serving the communications community.

For more than 45 years, PRSA's Bronze Anvil Awards have recognized the best of the best in public relations tactics – the use of social media, video, blogs, podcasts, annual reports, digital newsletters, websites – that contribute to the success of overall public relations programs or campaigns.

The 2019 Bronze Anvil Awards program drew a total of 525 entries from across the country. Of those, only one project was selected as the Bronze Anvil Award winner in each of the competition's 33 categories. Roswell Inc received the Bronze Anvil Award in the Annual Reports category.

“The Bronze Anvil is one of the most coveted awards in the entire public relations industry, which makes receiving this

award an incredible honor—and, of course, extremely exciting for our team,” said Carisa Turner, APR, director of communications and public relations for Roswell Inc. “Our annual report is one of the main ways we tell our story and showcase our impact on building a strong, vibrant business community here in Roswell, and we are thrilled that our work has garnered national recognition in this way.”

Bronze Anvil judging is performed across the United States by teams of PRSA members and others with expertise in the specific categories. Judging is focused on four areas—1) strategic planning and content, 2) creativity and quality, 3) technical excellence, and 4) results achieved through the communications project.

For more information, visit prsa.org.