



## **PR~link® Wins Gold National Media Relations Award from Bulldog Reporter**

*PR~Link, a communications, branding and public relations firm, has won a gold national Bulldog Reporter Award.*

Cincinnati, OH, June 18, 2008 --(PR.com)-- PR~Link, a Cincinnati-based public relations firm, is the winner of a national Gold Bulldog Award. The Bulldog Awards is the only PR awards program judged entirely by journalists.

The firm won in the category of Best Education/Public Service Campaign category. The award was given for PR~Link's work with Time Warner Cable Southwest Ohio Division on the 2007 VH1 Save The Music Foundation donation of musical instruments to Cincinnati Public Schools.

The 2008 Bulldog Awards Hall of Fame summarized PR~Link's winning campaign as follows: "While the VH1 Save the Music Foundation has provided almost a million dollars worth of musical instruments to the greater Cincinnati area since 1999, there had been no media coverage of the donations and concerts - until PR~Link signed on in 2007. Once on board, PR~Link identified a need for stronger messages to get through to the media. They went to work crafting press materials based on research from The Journal of Neurological Research and Gallup polls suggesting that, while musical training leads to higher standardized test scores and increased interest in academics among children, school budget cuts have put many school music programs in danger. They also added a compelling image to the mix: an oversized check for \$300,000 - in the shape of a bass drum. This time around, more than 4 million media impressions resulted, including hits in The Cincinnati Enquirer as well as FOX, ABC and other broadcast affiliates."

"Our efforts to restore music education in Cincinnati in partnership with Time Warner Cable and Cincinnati Public Schools were brought into the spotlight, thanks to the efforts of PR~Link. The media push was a significant help in highlighting the importance of music education in every school for every student," said Rob Davidson, program manager for VH1 Save the Music Foundation.

Growing companies turn to PR~Link for profitable business value. Together, Navianz and PR~Link provide business strategists to help organizations reach influencers, cement customer loyalty and engage employees. For more information, visit [www.pr-link.com](http://www.pr-link.com) or [www.navianz.com](http://www.navianz.com).

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