

TAHOE REGIONAL PLANNING AGENCY

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NEWS RELEASE

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TRPA WINS TOP PUBLIC RELATIONS AWARDS

Lake Tahoe, Stateline, NV – The Tahoe Regional Planning Agency received top honors last week in the Public Relations Society of America's 17th annual Silver Spike Awards program, which recognizes outstanding achievement in the public relations and communications fields.

TRPA's awards, given among the public relations society's Northern Nevada chapter members, included two first-place honors and two awards of excellence. The awards included:

- TRPA's Environmental Improvement Program (EIP) won first place in the overall campaign category. The EIP campaign consisted of all communications planning and execution related to the agency's \$1 billion program to restore and enhance Lake Tahoe and the Lake Tahoe Basin. The program included materials related to the 10-year anniversary of the EIP, which featured a return visit by former President Bill Clinton in August.
- "Restoration in Progress: Environmental Improvement Program Progress Report," a 75-page full-color report on the EIP published to coincide with the 10-year anniversary of the program, also received a first-place award for publications and additional collateral.
- "Restoration of a Dream," a 30-minute DVD outlining the history of Lake Tahoe and the story of the Environmental Improvement Program, won an award of excellence for special purpose videos.
- The public relations campaign around the Pathway 2007 campaign also won an award of excellence for overall campaign.

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TRPA awards

TRPA created newsletters and informational collateral that was disseminated to Lake Tahoe Basin residents and seasonal homeowners, visitors, Pathway Forum members and government officials as part of the Pathway effort. Pathway 2007 is a planning process designed to unite public agencies and community members in the creation and practice of land management, resource management and environmental regulations for the Tahoe Basin. The outreach campaign has been successful in bringing more than 2,000 people into the community visioning endeavor over the last few years.

“These awards are not just an honor for us. They also speak to the importance of the message we are trying to get out to the community about the need to restore and enhance Lake Tahoe and the Basin,” said Julie Regan, TRPA’s Chief of Communications and Legislative Affairs. “If we are to truly reach our goal of restoring Lake clarity and improving the quality of life here, our message must reach those affected. And that requires effective communication.”

Lake Tahoe communications professionals performed exceptionally well at the annual Silver Spike Awards with Weidinger Public Relations also bringing home four first-place awards and three awards of excellence. Combined with TRPA’s awards, the two organizations took the majority of top honors at the annual Reno event.

PRSA is the world's largest organization for public relations professionals. Its nearly 21,000 members, organized into more than 100 Chapters, represent business and industry, technology, counseling firms, government, associations, hospitals, schools, professional services firms and nonprofit organizations.

The Tahoe Regional Planning Agency cooperatively leads the effort to preserve, restore, and enhance the unique natural and human environment of the Lake Tahoe Region now and in the future.

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