

Weidinger PR scores industry awards



Weidinger Public Relations of Stateline went four for four, including two Silver Spike Awards and two Awards of Excellence, at the Public Relations Society of America, Sierra Nevada Chapter's 23rd annual awards program.

The Silver Spike designation is the top award given. Seven Silver Spikes were presented to public relations agencies, firms and businesses throughout the Sierra Nevada.

Weidinger PR struck silver in the "Special Events & Observances with Budget under \$10,000" category for its efforts on behalf of the Virginia & Truckee Railroad.

The second silver was in the "Special Purpose Video" category for a viral video campaign, "Become a Granlibakken Viking" on behalf of the Granlibakken Conference Center & Lodge.

WPR's American Century Championship entry in "Special Events & Observances with Budget over \$25,000+" received the highest award given within the category. The success of the celebrity golf tournament's PR efforts was collaboration between WPR and Vizion Group of Philadelphia.

WPR also received an Award of Excellence in the "Overall Campaign with Budget over \$25,000+" category for the firm's year-round PR campaign with the Lake Tahoe Visitors Authority.

Weidinger Public Relations, established in 1985, specializes in travel, tourism, real estate, recreation, and special and sporting events. For more information, call (775) 588.2412 or visit www.weidingerpr.com.