



**CoreMessage, Inc.**  
*is #Winning*

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## **CoreMessage Wins Top Honor at 2011 Image Awards**

*~Awards celebrate standards of excellence in public relations in the Tallahassee-area~*

**TALLAHASSEE** – CoreMessage, Inc., a Tallahassee-based public relations firm, received multiple honors at the annual Florida Public Relations Association Capital Chapter Image Awards. In all, CoreMessage brought home four separate awards, including the program’s highest honor, the Grand All Image Award, for the Florida Transportation Builders’ Association’s (FTBA) 2010 Legislative Session Campaign. The initiative was also recognized with an Image Award in the public affairs division.

### ***Grand All Image Award - Campaign Recap:***

- During the 2010 session, CoreMessage worked with FTBA to launch an aggressive public affairs awareness campaign to shed light on a proposed multi-million dollar raid on the State Transportation Trust Fund. The campaign encouraged a gubernatorial veto of the trust fund raids, saving more than 80,000 Florida jobs and receiving more than 5.2 million media impressions.

CoreMessage was also presented with Awards of Distinction in the public affairs and institutional divisions for the Florida Children’s Services Council and Independent Colleges and Universities of Florida.

### ***Awards of Distinction - Campaign Recaps:***

- In response to unexpected and potentially damaging legislation, CoreMessage developed the “By the People, for the Children” communications campaign for the Florida Children’s Services Councils (CSCs). The campaign aimed to demonstrate CSCs’ value, effectiveness, accountability and widespread support to Florida lawmakers. The public affairs campaign surpassed its earned media goals, helped achieve bipartisan support and led to an important legislative compromise.
- CoreMessage received recognition for an institutional campaign created for the Independent Colleges and Universities of Florida (ICUF). The initiative successfully branded ICUF President and CEO, Dr. Ed Moore, as a leading political and public policy expert in order to increase ICUF’s media exposure and name recognition. More than 3.5 million media impressions were created which dramatically increased ICUF’s visibility before the start of the 2011 Legislative Session.

CoreMessage, Inc., founded by Cory Tilley in 2001, represents a diverse group of businesses and organizations on a variety of levels in Florida and throughout the nation. Visit [www.CoreMessage.com](http://www.CoreMessage.com) for the latest client and industry news or follow us on [Twitter](https://twitter.com/CoreMessage), @CoreMessage.

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*The Florida Public Relations Association (FPRA) is a statewide organization of more than 1,100 of professional and student members who represent a variety of different entities including private and public corporations, government entities, not-for-profits, counseling firms and independent practitioners. The Capital Chapter is one of 15 local FPRA chapters. To learn more visit [www.fpra-capital.org](http://www.fpra-capital.org).*