



Rhino Public Relations Honored with Two Awards for its 175-185 Wyman Street Media Campaign

SOUTH HAMILTON, Mass. – June 30, 2011 – [Rhino Public Relations](#), a specialty public relations and marketing agency, announced today that it has recently been recognized with two awards for its media relations campaign for 175-185 Wyman Street. Comprised of two LEED Gold office buildings totaling 335,000 SF, 175-185 Wyman Street is located at the foot of the Hobbs Brook Office Park in Waltham, Massachusetts. The firm received a first place honor from the Society of Marketing Professional Services (SMPS) Boston Chapter, and a bronze bell from the Publicity Club of New England. Rhino PR represents both the owner/developer, Hobbs Brook Management, and the architecture firm, Margulies Perruzzi Architects.

Rhino PR's targeted media outreach included local and national design, business, and real estate press, area brokers, property owners, facility planners and representatives of major Boston area corporations. This program is set apart by its concentrated effort to target editorial coverage, events and speaking engagements that would build rapport within the immediate Metro Boston community while simultaneously attracting high-profile brokers and tenant representatives in all phases of activity. Simultaneously, Rhino PR was focused on exploring opportunities within the design community to showcase the programming, aesthetics and flexibility of this marquis project in support of Margulies Perruzzi Architect's business development efforts.



Project team members (l-r): Michele Spiewak, Rhino PR; Barbara Hicks, Margulies Perruzzi Architects; Carli Baum, Margulies Perruzzi Architects; Susan Shelby, CPSM, Rhino PR; Jennifer Shelby, CPSM, Rhino PR; Dan Perruzzi, Margulies Perruzzi Architects; Trish Holland, Hobbs Brook Management
Photo: © Frank Monkiewicz

"Industry awards are an important tool by which we measure ourselves against our colleagues – they help us to remain current and competitive. We're thrilled to have been recognized by two organizations within our industry that truly understand and reward the value of public relations," said Susan Shelby, CPSM, principal and founder of Rhino PR. "The 175-185 Wyman Street campaign was both challenging and enjoyable. Representing both the owner and the architect presented a variety of opportunities for us to pursue, which compounded the results for both clients. We're thrilled that the campaign's effectiveness was recognized among a jury of our peers."

The 175-185 Wyman Street project was awarded the Grand Prize in the Green Facilities category in the *BUILDINGS* Magazine Project Innovations Award Program and took home a Best Practices in Sustainability Award from CoreNet New England. The project also received the 2011 *Environmental Design + Construction* Excellence in Design Award. On behalf of both Margulies Perruzzi Architects and Hobbs Brook Management, Rhino PR placed articles in *Green Building + Design*, *Environmental Design + Construction*, *BUILDINGS*, *Banker & Tradesman* and the *Boston Business Journal*. These efforts built awareness and interest in the buildings well before they were completed.

SMPS Boston 2011 Recognizing Outstanding Communications (ROC) Awards

Rhino Public Relations achieved a first place honor in the Integrated Marketing Campaign Category during this year's Recognizing Outstanding Communications Awards program put on by SMPS Boston. This category recognizes campaigns that utilized techniques best suited to promote the campaign and may include public relations, social media and hard copy or electronic mailers. The jury found Rhino PR's 175-185 Wyman Street efforts to be an "amazing campaign – very thorough" and felt that the program "showed both the developer and the architect very favorably."

Publicity Club of New England 2011 Bell Ringer Awards

Rhino PR received a bronze bell for the 175-185 Wyman Street Campaign in the Marketing Communications Campaign Category. The Bell Ringer Awards recognize excellence in communications and public relations work in every field and industry, and across all media - print, broadcast, and online. The marketing communications campaign recognizes a program that supports the sale/promotion of a cause, individual product and/or service.

About Rhino Public Relations

Rhino PR is a full-service public relations and marketing practice focused on meeting the unique needs of professional services firms. Our customized, personal approach has delivered success for some of the most well-known and respected professional services firms in the greater Boston area, which we are honored to count as longstanding and trusted clients. For more information, please visit www.rhinopr.com.

Contact:

Susan Shelby, CPSM
Rhino Public Relations
978.985.4541
susan@rhinopr.com

###