



Rhino Public Relations Receives National Award for Media Relations Achievements

Firm's successful campaign receives marketing industry accolade two years in a row

SOUTH HAMILTON, Mass. – July 23, 2010 – Rhino Public Relations, a specialty public relations agency, announced today that it has been honored with a Marketing Communications Award (MCA) from the Society of Marketing Professional Services (SMPS), recognizing the successful national media relations campaign for its client, GEI Consultants, Inc. This is the second year in a row that Rhino PR has been recognized by SMPS for its implementation of GEI's public relations program.



*Left to right: **Chris Stockwell**, chief marketing officer, GEI; **Susan Shelby, CPSM**, principal, Rhino PR; **Kelly Cohane**, corporate marketing manager, GEI; **Jennifer Shelby, CPSM**, account manager, Rhino PR*

GEI Consultants is a national geotechnical, environmental, water resources, and ecological science and engineering firm comprised of a multi-disciplined team of engineers and scientists who deliver engineering and environmental solutions to its diverse clientele nationwide.

The focus of the award is the national public relations program and strategy that Rhino PR helped GEI Consultants create and implement. The results of this program included 71 media-related initiatives throughout 2010. This increased media visibility far exceeded the goal set at the beginning of the campaign.

"Rhino PR's expertise and dedication has helped make GEI one of the most visible brands in our target markets across the country," said Kelly Cohane, corporate marketing manager for GEI. "Their work has helped GEI achieve recognition across discipline areas, and has helped maintain the culture within GEI that encourages the healthy communication of company news. Rhino PR continues to help us communicate expertise in our chosen fields, and interacts with industry players and internal staff seamlessly."

Rhino PR was recognized with a third-place award in the category "External Corporate Communications Program: Media Relations Campaign" at the SMPS awards gala held on July 15 at the SMPS National Conference: Build Business™ in Boston.

The SMPS National Marketing Communications Awards program is the longest-standing, most prestigious awards competition that recognizes excellence in marketing communications by professional services firms in the design and building industry. Each year, this competitive awards program receives nearly 400 entries from more than 200 firms. Entries are evaluated by 80 distinguished and impartial jurors, representing industry and media leaders, design and graphics professionals, and clients.

Submissions for the media relations category were judged on the overall media plan, marketing objective, creativity, quality, content and quantifiable results. MCA is hosted by the Society for

Marketing Professional Services, the most respected professional association for marketers and business developers in the industry.

About Rhino Public Relations

Rhino Public Relations is a specialty public relations practice focusing on the unique PR needs of architectural, engineering, construction (A/E/C) and related firms. Founded by Principal Susan Shelby, CPSM, Rhino PR is based in South Hamilton, Mass. and has ongoing engagements with companies such as Acentech Inc., GEI Consultants, HMFH Architects, Hobbs Brook Management LLC, Margulies Perruzzi Architects and Payette. For more information, please visit www.rhinopr.com.

Contact:

Susan Shelby, CPSM
Rhino Public Relations
978.468.1528
susan@rhinopr.com

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