



Chris Stockwell (GEI), Kelly Cohane (GEI), and Susan Shelby (Rhino PR) accepting their Marketing Communications Award at the SMPS Awards Gala in Las Vegas, NV

Rhino PR Receives National Award for Media Relations Achievements

Firm's successful campaign receives PR industry accolade, achieves results for client

SOUTH HAMILTON, Mass. – August 17, 2009 – 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). Rhino PR and its client GEI Consultants were recognized with a First Place Award in the category "External Corporate Communications Program: Media Relations Campaign" at the black-tie awards gala held on July 16 at the SMPS National Conference: Build Business™ in Las Vegas, Nevada.

Composed of more than 80 experienced professionals from the building industry, the SMPS jury commented on the submission from Rhino PR and GEI Consultants Inc.: "The involvement across the firm in this media relations campaign was impressive, as were the concrete and measurable results."

"Clients interested in geotechnical, environmental, water resources and ecological science and engineering seek out strong, credentialed, and trusted suppliers," said Chris Stockwell, senior vice president and chief marketing officer at GEI Consultants. "Rhino PR's public relations expertise helps convey our messages - and heightens GEI's visibility - in key New England and national markets. We continue to win new work during this deep recession, and are well positioned for growth in 2010."

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 45 media related initiatives and increased media visibility throughout 2008. These media results far exceeded the goal set at the beginning of the campaign, providing GEI with tangible business benefits within a year of implementing the PR plan. GEI saw a substantial increase in real growth and profits, and continues to be presented with new project opportunities despite the economic downturn.

The annual SMPS MCA 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 eighty distinguished and impartial jurors, representing industry and media leaders, design and graphics professionals, and clients. MCA is hosted by SMPS, 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.

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