

SPRG EARNS “GOLD STANDARD AWARD FOR NGO ENGAGEMENT” FROM *PUBLICAFFAIRSASIA*

(Asia, 6 December 2013) – **Strategic Public Relations Group** (“SPRG” or the “Group”) is pleased to announce that its Taiwan office received **The Gold Standard Award for NGO Engagement** for the “Running for HOPE” campaign during the **Gold Standard Awards 2013** prize presentation ceremony, organised by *PublicAffairsAsia* in Hong Kong last night. Competing with over 250 entrants, all vying for top positions in 17 categories, the accolade once again highlights SPRG’s ability to deliver PR services to clients that combine innovation with creativity.

The latest honour adds to two other accolades bestowed on the “Running for HOPE” campaign in 2013. The campaign also received a Certificate of Excellence – Nonprofit Campaign of the Year Award, from PRWeek Awards 2013, and garnered a Bronze Stevie® Award for Public Service – All Other Regions category at Stevie Awards – International Business Awards 2013.



Ms Eveline Wan, Senior Director - Asia of SPRG
accepts the Gold Standard Award for NGO Engagement

The “Running for HOPE” campaign, which SPRG developed for HOPE Foundation for Cancer Care (“HOPE”), was initiated by international triathlete Mr David Szu, who lost his sister to cervical cancer. Under the auspices of HOPE, a trans-island ultramarathon was organised to encourage all Taiwanese men to remind loved ones to receive regular Pap testing. SPRG suggested the use of “02/14” to tie in with the “零癌一世” (no cancer in your life) theme, and managed a kick-off event on Valentine’s Day to arouse greater attention. The ultramarathon gained full support from President Ma Ying-jeou, who specially opened the Presidential Palace to the runners during the conclusion of the event, thus further adding to the significance of the campaign.

About Strategic Public Relations Group

Strategic Public Relations Group (SPRG) is one of the largest public relations networks in Asia and the largest public relations consultancy in Hong Kong.

SPRG is an integrated public relations group and an investor relations and financial communications specialist. With 290 professionals working from nine offices in Hong Kong, Beijing, Shanghai, Guangzhou, Taiwan, Singapore and Malaysia, the Group delivers tailored solutions in investor relations, corporate and marketing communications, event consultancy and management, product promotion, CSR communications, new digital media marketing, B2B communications, conference organisation, media skills and presentation training, issues and crisis management, editorial support and production. SPRG clients include prominent players of the automobile, banking and finance, IT, travel and hospitality, healthcare and pharmaceutical, lifestyle, entertainment, and sports industries, as well as government bodies and associations.

Through its own and affiliation with a global public relations network, SPRG can assist clients access over 110 cities around the world.

Agency-specific awards earned by SPRG include the following:

	Stevie Awards – International Business Awards 2013 - Public Relations Agency of the Year in Asia - Grand Stevie Award
MARKETING	Agency of the Year - Local Hero – Public Relations Agency of the Year (2010, 2011, 2012 & 2013) - Local Hero – Media Relations Agency of the Year (2010)
campaign	Agency of the Year Awards 2012 - Greater China Independent Agency of the Year Asia Pacific PR Awards 2010 - Asia Pacific Network of the Year
TheHolmesReport	Asia Pacific SABRE Awards 2011 - Asia Pacific Financial Consultancy of the Year (2011) - Hong Kong Consultancy of the Year (2009) Top 250 Global Rankings 2013 – The only HK-based network - Ranked 66 - Ranked 4 in Asia
	Asian Excellence Recognition Awards 2012 - Best Financial PR Firm – Asia
	P&G Taiwan - Best Integrated Marketing Case in PR Campaign (2010 & 2011)

Furthermore, SPRG has devised over 30 award-winning campaigns for clients, which are recognised by the **Bulldog Reporter**, **Marketing**, **Campaign**, **The Holmes Report**, **IPRA**, **PRNews**, **PublicAffairsAsia**, **Stevie Awards** and **Mer Comm**. etc.

Enquiries

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