



*A "Stimulus" for Sales for TransitCenter: Using Traditional and Social Media to Increase Adoption of Tax-Free Commuter Benefits:* Makovsky + Company for TransitCenter

*A Bank Branch in Your Pocket Thanks to Mobile Banking:* Emanate for Bank of America

*A Prescription for Change: Communicating the Safety Platform:* Coyne Public Relations for Medco Health Solutions, Inc.

*Accenture Corporate Website Redesign:* Accenture

*Attracting, Retaining, and Engaging Achievement Addicts:* Carmichael Lynch Spong

*Big News in the World of Mini's- The Launch of Colgate® Wisp™:* Cohn & Wolfe for Colgate Palmolive

*Boehringer Ingelheim Healthy Families Campaign:* GolinHarris for Boehringer Ingelheim

*Bringing New Life to an Old Steel Town: Launching Sands Casino Resort Bethlehem:* GolinHarris for Las Vegas Sands Corp.

*Brushing up on Mobile: Sherwin-Williams ColorSnap iPhone App:* Carmichael Lynch Spong and Resource Interactive for Sherwin-Williams

*Building a Consumer Voice: Development of Life on Crypton Blog:* Carmichael Lynch Spong for Crypton Fabrics

*Candy Land's Sweet 60th Birthday Celebration:* Coyne Public Relations for Hasbro

*Capturing the State of the Nation's Brain Health:* Carmichael Lynch Spong for Martek Biosciences

*Changing the Conversation: From Corporate Greed to Good Union Partner:* MWW Group for Harrah's Entertainment

*Crohn's Advocate: Connect. Educate. Empower.™:* Biosector 2 for UCB

*"Drive with a Smile" Palisades Highway Art Gallery:* MWW Group for Palisades Insurance

*Free Resumes for the Masses:* Ketchum for FedEx Office

*Hennessy Salutes a Moment in History:* MS&L for Hennessy 44

*Hickory Farms: Tradition Reinvented:* Emanate for Hickory Farms

*Hit your CML Target with Kareem Abdul-Jabbar:* Ruder Finn, Inc. for Novartis

*Home Has a New Address: The Launch of Bank of America Home Loans:* Emanate for Bank of America

*Iams Home 4 the Holidays Continues Its Mission to Save the Lives of Homeless Pets:* PainePR for Iams and Helen Woodward Animal Center

*Increasing "FLUency:" A Team Approach to Protect Children against Influenza:* Alembic Health Communications for National Foundation for Infectious Diseases

*Introducing nook™...and Igniting an eBook Reader Revolution:* Fleishman-Hillard International Communications for Barnes and Noble

*"it's about choices" Open Enrollment Campaign:* North Shore-LIJ Health System

*Kodak Makes the World a Little Brighter:* Ketchum for Eastman Kodak

*Let's Connect: Introducing Time Warner Cable's Mission & Values:* Time Warner Cable

*"Life...supplemented" Consumer Wellnes Campaign:* CRT/tanaka for CRN Foundation

*March of Dimes Prematurity Awareness:* D S Simon Productions for March of Dimes

*MATADOR™ by Jack Link's® Bold Move into Action Sports:* Carmichael Lynch Spong and Fuse, LLC for Jack Link's Beef Jerky

*Meet The Breeds:* American Kennel Club

*Monopoly U.S. National Championship Event:* Hunter Public Relations for Hasbro, Inc.

*Morocco: Richard Bangs "Quest for the Kasbah":* Spring O'Brien & Co, Inc. for Moroccan National Tourist Office

*New York's Accountancy Reform Law:* New York State Society of Certified Public Accountants (NYSSCPA)

*"Online Oasis":* Weber Shandwick for Royal Caribbean International

*Paving the Way to M&A: Trade Media PR Supports Key Business Objectives:* Articulate Communications Inc. for Antenna Software

*POPmoney : Generating "POP" for a New Person-to-Person (P2P) Payments Service:* Zer0 to 5ive for CashEdge Inc.

*PSA Campaign for S.T.A.N.D. (Start Taking Action Now for Diabetes):* Euro RSCG Life PR for sanofi-aventis U.S.

*Regus NYC Lead Generation Campaign:* Affect Strategies for Regus

*Ronald McDonald House Charities/HACER-NY Tri-State Chapter:* d expósito & Partners for Ronald McDonald House New York

*"Salt 101" Spices Up Diamond Crystal® Salt:* Carmichael Lynch Spong for Cargill

*Saving Marine Wildlife with Dawn's Everyday Wildlife Champions:* MS&L for Procter & Gamble's Dawn Brand

*Searing Calphalon Unison in the Heads and Hearts of America's Goddesses:* Carmichael Lynch Spong for Calphalon

*SolvayCARES<sup>SM</sup> Scholarship:* Ruder Finn, Inc. for Solvay Pharmaceuticals, Inc.

*Stepping up to the Plate: Cohn & Wolfe Hits Home Run with 2009 World Baseball Classic:* Cohn & Wolfe for World Baseball Classic Inc. with Major League Baseball

*That's INGENIOUS! Challenge:* Fleishman-Hillard, Inc. for iRobot Corporation

*The Goodyear Fuel Max Challenge-Going the Extra Mile:* Coyne Public Relations for The Goodyear Tire & Rubber Co.

*The Jersey Shore Store:* Brushfire, Inc for The New Jersey Division of Travel & Tourism

*The Pandemic Challenge: Boosting Awareness and Action against Seasonal Influenza:* Alembic Health Communications for National Foundation for Infectious Diseases

*Turning 1-800-FLOWERS.COM's "Spot A Mom" Campaign into a Social Media Movement:* MWW Group for 1-800-Flowers.com

*Turning a Stylish Mix of Form + Function into Sales Success for Oral-B's Pulsonic:* MS&L for Procter & Gamble's Oral-B Pulsonic

*Volkswagen GTI Becomes the World's First Car Launched Exclusively On a Mobile Device:* MWW Group for Volkswagen of America