

Press Release (For Immediate Distribution)

Distinct Winners to the 4th Hong Kong Public Relations Awards (2018) Announced Enhancing Professional Excellence

(Hong Kong, 18 May 2019) Hong Kong Public Relations Professionals' Association (PRPA) announced the results of the 4th Hong Kong Public Relations Awards (2018) at the Awards Presentation Ceremony cum Gala Dinner yesterday. The Ceremony was officiated by Hon Matthew Cheung Kin-chung, GBM, GBS, JP, Chief Secretary for Administration of HKSAR Government. To showcase the best practices and appraise the professional standards of public relations in Hong Kong, 32 awards in 10 categories were honoured. Urban Renewal Authority won The Grand Award of Excellence.

Granted on PR Campaign and Individual Award basis, the 4th Hong Kong Public Relations Awards (2018) recognises excellent PR campaigns and PR professionals of outstanding performances. Dr John Chan, Chairperson of the Organising Committee of the 4th Hong Kong Public Relations Awards (2018) said, "The Awards has again received overwhelming responses from the public relations industry. Entries covered a wide spectrum of companies and organisations. To align with closer integration between Hong Kong and Mainland China under the strategic development of the Guangdong-Hong Kong-Macao Greater Bay Area, a new campaign category – Cross-boundary Communications – has been introduced. With about 40 companies and organisations pledging their support as sponsors, supporting organisations and media partners this year, the Awards achieves its greatest success."

Professor Paul S N Lee of the School of Communication, The Hang Seng University of Hong Kong, was the Chief Judge of the Judging Panel. Together with 11 veteran professionals from business, academic, media and public relations sectors, the Judging Panel selected the winning entries with meticulous scoring process. "It was really painstaking to decide winners from the finalists. All entry campaigns have demonstrated a high standard of professionalism, showing remarkable performance in public relations across the different industries and sectors of Hong Kong. In view of the superb standard of all finalists, the Judging Panel decided to present a number of Awards of Merit in addition to the Gold and Silver Awards," said Professor Paul Lee.

The Hong Kong Public Relations Awards, organised by the Hong Kong Public Relations Professionals' Association (PRPA), has become a flagship event for the public relations industry since its inception in 2010. The Awards aims not only to give due recognition to organisations, teams and individual public relations practitioners who have planned and executed excellent and highly effective public relations campaigns that have contributed to the organisations they serve, but also help raise professional standards of public relations in Hong Kong, so that public relations will better serve the business community, government bodies, non-government organisations and the Hong Kong community at large.

The Awards includes 8 established Campaign Awards Categories, namely Reputation/ Brand Management, Corporate Social Responsibility, Stakeholder Engagement, Integrated Marketing Communications, New Media/Digital Communications, Event Management and NGOs/NPOs/Social

Enterprises Communications, and the new category this year– Cross-boundary Communications. One Gold Award and two Silver Awards were named in each of the categories, while Merit Awards would be presented subject to Judging Panel’s decision. A Grand Award of Excellence was presented to the overall winner among the Gold Awards, while a Most Creative Campaign Award was presented to the entry that demonstrated the highest creativity in its communication strategies, tactics and execution. In addition to the Campaign Awards categories, one Award for Distinguished Professional of the Year and two Awards for Young Professional of the Year were presented to recognise the outstanding performance of public relations practitioners. Professor Anthony Wu Ting-yuk, Standing Committee Member of the 12th National Committee of the Chinese People's Political Consultative Conference, is the Chairman of the Nomination Committee for the Distinguished Professional of the Year.

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About the Hong Kong Public Relations Professionals' Association (“PRPA”)

Since its establishment in May 1995, the Hong Kong Public Relations Professionals' Association (“PRPA”) has been striving to promote professionalism in the public relations industry, enhance the public's understanding of public relations and provide a united voice for its practitioners on issues relevant to the profession. The PRPA also provides a platform for practitioners to exchange views and share experience for the development of individual professionals and the industry as a whole. The Association has adopted a Code of Professional Standards to which all PRPA members and public relations practitioners are encouraged to observe.

As an independent body comprising public relations practitioners in Hong Kong, the PRPA offers six types of membership: Founding Member, Life Member, Full Member, Corporate Member, Associate Member and Student Member.

From time to time, PRPA invites leading scholars and eminent public relations experts to share their views and insights with its members on a broad spectrum of subjects. The Association organises visits to various organisations, arranges overseas exchanges and holds workshops on the tactical skills of public relations. These activities provide opportunities for members to improve their technical know-how and develop their career. The PRPA always keeps track of international issues and has helped in disaster relief and charity work. Its newsletter “2 Way” keeps members informed of the latest industry trends and the PRPA's activities.

Photos can be retrieved from <http://bit.ly/2WIhW4w>

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