

## Firefly Group feeling radiant about two statewide awards wins

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Posted September 2, 2011 at 4:20 p.m., updated September 2, 2011 at 4:21 p.m.



THE FIREFLY GROUP

Stacy Ranieri (left) and Nancy McCarthy, APR, (right) of The Firefly Group accept a Golden Image Award from FPRA President Jennifer Moss (center) at the 73rd annual FPRA conference in Naples, Florida.

PALM CITY – The Firefly Group, a public relations, marketing and strategic planning firm headquartered in Palm City was honored with two awards during the Florida Public Relations Association's (FPRA) 2011 Golden Image Awards ceremony. The award competition, presented during FPRA's 73rd annual conference in Naples, Florida, recognizes excellence in public relations throughout the state.

Firefly received an Award of Distinction for its production of the 2011 Florida Ranches Calendar - a photographic tribute to the environmental stewardship and cultural importance of Florida's cattle ranches. Now in its seventh year, the Florida Ranches calendar has won multiple local and statewide awards for public relations excellence for three years in a row.

"We enjoy the opportunity to use the Florida Ranches Calendar as a communications tool for educating the public about the significant role agricultural landowners play in protection of wildlife habitat, improving water quality, and providing the beautiful scenic vistas that the public enjoys for free," said Stacy Ranieri, president and Chief Illuminator of The Firefly Group. "Over the years, we've received positive feedback about the calendar, not just with respect to the exceptional photography, but also about how much they learned about ranchlands by reading through it."

Firefly also received an Award of Distinction for management of Keep Martin Beautiful's Environmental Stewardship recognition event. The event is held annually in Martin County, Florida to recognize and reward notable efforts within the community to promote environmental stewardship and innovation through education and action.

Firefly staff coordinates and promotes Keep Martin Beautiful's annual programs and events, including the Environmental Stewardship Awards. Through the consistent outreach and marketing efforts conducted each year by Firefly on behalf of Keep Martin Beautiful, the Environmental Stewardship Awards has quickly become the "must go to" event for environmentally-minded individuals in Martin County.

"In the worst economy in recent memory, we were able to increase sponsorship support, attendance and participation in the event," said Ranieri. "Our community appreciates the awards ceremony because it's a way to recognize the outstanding efforts of students, businesses, civic groups and other unsung heroes while also increasing awareness about the positive things happening in Martin County."

### **About The Firefly Group**

The Firefly Group is a public relations, marketing, community outreach and strategic planning firm serving businesses, non-profit organizations, landowners and government agencies. Firefly has received nearly 50 local and statewide awards for their work, including eight Image Awards in 2011 for "Excellence in Public Relations Programs" from the Florida Public Relations Association Treasure Coast Chapter. The Firefly Group focuses on providing comprehensive, strategic and sustainable solutions for its clients.

Whether it's through logo design or custom websites, marketing materials or special events, press releases or full-scale public relations campaigns, Firefly works with clients to successfully meet their goals and objectives through effective communications. Connect with The Firefly Group at <http://www.facebook.com/TheFireflyGroup> and <http://www.twitter.com/FireflyGroupPR>. For more information, call 772-287-5272 or visit <http://www.fireflyforyou.com>.

### **About FPRA**

Presented each summer, the FPRA Golden Image Awards recognizes outstanding public relations programs produced throughout the State of Florida. Accredited public relations practitioners from throughout the nation judged the entries and scored them based on research, planning, implementation, evaluation and budgeting.

The Florida Public Relations Association (FPRA) is the oldest public relations organization in the United States. Members represent a variety of different organizations including private and public corporations, government entities, not-for-profits, counseling firms and independent practitioners. FPRA provides a variety of services, benefits and opportunities dedicated to the success of its public relations professionals from continuing education, professional accreditation, monthly professional development programs, professional recognition and annual conference. For more information on FPRA go to <http://www.fpra.org>