

## The Firefly Group wins highest honors in public relations competition for the third year in a row

Nancy McCarthy

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The Firefly Group celebrates receiving eight awards from the Florida Public Relations Association.  
Left to Right: Rob Ranieri, Melissa Zolla, Stacy Ranieri, Jennifer Whiting, Nancy McCarthy and Jessica Layne.

PALM CITY — The Firefly Group, the largest public relations and marketing firm on the Treasure Coast, is glowing with pride after turning six entries into eight awards, including the competition's highest honors, from the Treasure Coast Chapter of the Florida Public Relations Association (FPRA). Held on April 20 at Indian River State College's Schreiber Center, the Image Awards competition honors excellence in public relations programs throughout Martin, St. Lucie and Indian River counties.

An Image Award, Judges' Award and the Grand All Image Award were presented to the Firefly Group for coordinating Keep Martin Beautiful's Environmental Stewardship Awards competition. Image Awards were also presented to Firefly for the Indian River BioEnergy Center groundbreaking and Manatee Pocket Dredging Project outreach and education efforts. An Award of Distinction was presented to the firm for the INEOS New Planet BioEnergy community outreach campaign. Firefly also received an Image Award in the printed materials category for the production of the annual Florida Ranches calendar and an Award of Distinction in the electronic tools category for their own Firefly Group Facebook page.

"At Firefly, our goal is to combine our creative talents, strategic focus and sustainable community philosophy to achieve successful results for our clients," explained Stacy Ranieri, Chief Illuminator of The Firefly Group. "The criteria for which Image Awards submissions are judged is very rigorous, with detailed and measuring outcomes that must be proven. We are so honored to be recognized by our professional peers in the public relations industry for our efforts with not one, but eight honors."

The entries will be sent on to the statewide Golden Image Awards competition where they will be judged among hundreds of entries from throughout Florida.

### About The Firefly Group

The Firefly Group is a public relations and marketing firm serving businesses, non-profit organizations, landowners and government agencies. Recognized in 2011 with eight Image Awards 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, social media or e-marketing, press releases or full-scale public relations campaigns, Firefly works with clients to identify ways in which to successfully meet their organizational and project goals and objectives through effective communications. Learn more about The Firefly Group at <http://www.fireflyforyou.com>, find them on Facebook at <http://www.facebook.com/TheFireflyGroup> or follow them on twitter at <http://www.twitter.com/FireflyGroupPR>.