

YourNews

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The Firefly Group wins highest honors in public relations competition



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

BY NANCY MCCARTHY

YourNews contributor

The Firefly Group recently won eight awards, including the competition's highest honors, from the Treasure Coast Chapter of the Florida Public Relations Association.

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.

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.

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.

"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."