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Strategic America Walks Away with Five PRIME Awards

(DES MOINES, April 25, 2008) – The Central Iowa chapter of the Public Relations Society of America (PRSA) recognized Strategic America’s (SA) exceptional public relations talents Thursday with five awards at the 40th Annual PRSA PRIME Awards.

Two entries received top recognition in their respective categories. SA and the Iowa’s Developmental Disabilities Council received a PRIME award for the annual report *ID Action in Review*. The other PRIME award was in the special events category for SA’s work with The Salisbury House on the “2007 Salisbury Automobile Classic.”

SA and Winefest Des Moines received Award of Merits in the following categories:

- Strategic America, *SA Executives Make a Splash for Charity*, for Community Champion
- Winefest Des Moines, *Winefest Des Moines 2007*, for Media Relations
- Winefest Des Moines, *Winefest Des Moines 2007*, for Special Events

Strategic America was founded in 1980 and employs 85 communications professionals. SA represents more than 40 diverse national, regional and local clients, focusing on insurance/financial services, business-to-business, dealer and consumer marketing. Strategic America is a well-regarded member of the American Association of Advertising Agencies (AAAA), Public Relations Society of America (PRSA) and Worldcom Public Relations Group.

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