



FOR IMMEDIATE RELEASE
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Public Relations Pros Honor the Paper and Packaging Board with Two Bronze Anvil Awards for Video and Media Relations Work

McLEAN, Va., June 8, 2017 – Two Bronze Anvil Awards from the Public Relations Society of America (PSRA) recognize the Paper & Packaging – How Life Unfolds™ campaign’s outstanding work in the areas of video and media relations in 2016.

The holiday-themed *Letters of Peace* video and social campaign offers a peaceful message from the unlikelyst of authors — victims of tragedy — writing inspiring, handwritten letters of hope and positivity. The campaign promoted the physical and emotional benefits of creative expression on paper through journaling and letter writing, resulting in 350 million impressions across print, digital, social media and earned media. Cramer-Krasselt, the ad agency for the Paper and Packaging Board, captured the essence of putting pen to paper with these emotionally gripping stories on video, viewed 9.5 million times.

The Paper and Packaging Board hosted a media summit where some of the most prominent voices in the growing subscription box movement gathered to discuss how paper-based packaging fuels business solutions. The event resulted in 68 print news stories including a syndicated story from the Washington Post and earned nearly 95 million media impressions.

“We’re thrilled to have our media tactics recognized for their efficacy reaching consumers with powerful messages about the benefits of our products,” said Mary Anne Hansan, president of the Paper and Packaging Board. “We are especially proud of our agency for helping us produce these inspired communications.”

PSRA Bronze Anvil Awards celebrate the “best of the best” in public relations tactics, strategy and results. See all of the 2017 Bronze Anvil Award Winners at <http://www.prsa.org/wp-content/uploads/2017/05/2017-Bronze-Anvil-Results.pdf>.

About:

The Paper and Packaging Board establishes and guides promotions designed to help slow the decline in paper use and expand demand for paper-based packaging products. More than 50 U.S. manufacturers and importers of these products collectively fund the board’s efforts including the “Paper & Packaging – How Life Unfolds™” campaign. www.paperandpackaging.org

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Contact:

Joan Sahlgren, Director Public Relations, Tel: 703.935.5386

Email: jsahlgren@paperandpackaging.org



7901 Jones Branch Drive
Suite 810
McLean, VA 22102