

SPRG TAIWAN GARNERS “CORPORATE COMMUNICATIONS – MERIT” WITH “THE EXPANSION OF RONALD MCDONALD HOUSE” CAMPAIGN AT DISTINGUISHED PR AWARDS 2014

(Taiwan, 13 June 2014) – **SPRG Taiwan**, which has maintained a commitment to excellence in brand building and promoting corporate social responsibility, has earned the **“Corporate Communications - Merit”** at the 9th Distinguished PR Awards 2014, for the communications programme that it developed for **“The Expansion of Ronald McDonald House”**. This achievement builds on the Taiwan team’s previous accomplishment of earning a Distinguished Award for Corporate Communications from the Foundation for Public Relations in 2012.

SPRG Taiwan has served **“Ronald McDonald House Charities”** (the “Charities”) for more than five years. It has been responsible for enhancing public understanding of the Charities, which provides free accommodations and relevant services to families with children requiring medical treatment far away from their home, and extends to increasing awareness of its fund-raising activities. To serve more children and their family members, Ronald McDonald House began an expansion project in 2013, and which commenced operation in 2014.

During the period, the Taiwan office not only helped raise public awareness of the Charities and encourage their support and donations, but it also assisted in conducting communication activities that actively engaged the community and various parties. This resulted in unprecedented public consciousness, culminating in the largest amount of donations ever generated by the Charities.



Nancy Huang, General Manager of SPRG Taiwan, receives the award on behalf of the Group

The judging panel believes that the project helped facilitate the building of good ties with the general public; boost donations through effective planning and execution, including the use of the charity bazaar; actively communicated with stakeholders; and enabled the Charities to be more involved in the community. Correspondingly, the project achieved notable results in the areas of concept, achievements, i.e. level of contributions, and community relations.

The Distinguished Public Relations Awards is a biannual event and one of the most notable awards in Taiwan’s PR industry. The communications programme that the Taiwan office developed for P&G Taiwan’s annual CSR campaign, “Six Minutes Protect a Life – ‘It’s never too late to say I love you’”, won the **“Distinguished Award for Corporate Communications”** at the 8th Distinguished PR Awards back in 2012. Winning of this latest award again highlights SPRG Taiwan’s excellence in devising and executing PR strategies, integrating resources and issues management.

About Strategic Public Relations Group

Strategic Public Relations Group (SPRG) is one of the largest public relations networks in Asia and the largest public relations consultancy in Hong Kong.

SPRG is an integrated public relations group and an investor relations and financial communications specialist. With 290 professionals working from nine offices in Hong Kong, Beijing, Shanghai, Guangzhou, Taiwan, Singapore and Malaysia, the Group delivers tailored solutions in investor relations, corporate and marketing communications, event consultancy and management, product promotion, CSR communications, new digital media marketing, B2B communications, conference organisation, media skills and presentation training, issues and crisis management, editorial support and production. SPRG clients include prominent players of the automobile, banking and finance, IT, travel and hospitality, healthcare and pharmaceutical, lifestyle, entertainment, and sports industries, as well as government bodies and associations.

Through its own and affiliation with a global public relations network, SPRG can assist clients access over 110 cities around the world.

Agency-specific awards earned by SPRG include the following:

	Stevie Awards – International Business Awards 2013
MARKETING	- Public Relations Agency of the Year in Asia
	- Grand Stevie Award
campaign <small>Asia-Pacific</small>	Agency of the Year
	- Local Hero – Public Relations Agency of the Year (2010, 2011, 2012 & 2013)
TheHolmesReport	- Local Hero – Media Relations Agency of the Year (2010)
	Agency of the Year Awards 2012
	- Greater China Independent Agency of the Year (Silver)
	Asia Pacific PR Awards 2010
	- Asia Pacific Network of the Year
	Asia Pacific SABRE Awards
	- Asia Pacific Financial Consultancy of the Year (2011)
	- Hong Kong Consultancy of the Year (2009)
	Top 250 Global Rankings 2013 – The only HK-based network
	- Ranked 66
	- Ranked 4 in Asia
	Asian Excellence Recognition Awards
	- Best Financial PR Firm in Asia (2011, 2012, 2013 & 2014)
	P&G Taiwan
	- Best Integrated Marketing Case in PR Campaign (2010 & 2011)

Furthermore, SPRG has devised over 30 award-winning campaigns for clients, which are recognised by the **Bulldog Reporter, Marketing, Campaign, The Holmes Report, IPRA, PRNews, PublicAffairsAsia, Stevie Awards and Mer Comm.** etc.

Enquiries

Strategic Public Relations Group
Eveline WAN
Tel: (852) 2864 4822
Email: eveline.wan@sprg.com.hk
Website: www.sprg.asia

SPRG Taiwan
Nancy HUANG
Tel: (886) 2 2394 9002 Ext. 168
Email: nancy.huang@sprg.com.tw
Website: www.sprg.com.tw

Member companies: Hong Kong | Beijing | Shanghai | Guangzhou | Taiwan | Singapore | Malaysia