



## Pelican Public Relations Wins Gold

**Pelican Public Relations** has scooped a prestigious industry award for its work to promote glass recycling.

The Saddleworth-based consultancy won a Gold PRide Award for the best integrated campaign category at the Yorkshire & Humberside Institute of Public Relations Awards during a presentation dinner at the Queen's Hotel in Leeds.

The trophy recognises the consultancy's work to increase glass recycling on behalf of the British Glass Manufacturers' Confederation.

The judges commented: "This was all together a very professional entry, which demonstrated careful thought and planning throughout, centred around the need for the UK to double the amount of glass it recycles."

Michael Bennett, managing director of Pelican Public Relations said: "This is a challenging and complicated campaign that required us to integrate a number of different communications techniques to get people to recycle more glass jars and bottles. It's rewarding to know that the standard of our work is recognised by colleagues in the industry."

The PRide Awards recognise and reward best practice in public relations and acknowledge personal and team achievement at the highest professional level. The judging procedures are rigorous and test the impact of the practice of public relations on society as a whole.

