



## Pelican Scoops Gold Again

Pelican has scooped another prestigious industry award, this time for its work to promote recycling.

The consultancy won a Gold PRide Award for the best community campaign at the Yorkshire & Humberside Chartered Institute of Public Relations Awards 2005.

The trophy recognises the consultancy's work in promoting the annual national recycling week - 'the BIG recycle', which was launched in 2004. The week of activity is designed to encourage people to recycle more household waste and forms part of the national Recycle Now promotional campaign organised by WRAP (the Waste & Resources Action Programme).

### Impressive

The judges commented: "Pelican set out clear objectives and a clear approach, with sound national and regional objectives." They also stated that the campaign featured "sound execution" and "some very impressive results".

Michael Bennett, managing director of Pelican Public Relations said: "It's rewarding to know that the standard of our work is recognised by colleagues in the industry. This was a challenging campaign which took in a number of different communications techniques and yielded remarkable coverage."

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.

