



News Release

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GRAHAM & ASSOCIATES RECEIVES THE 2013 ANNUAL COMMUNICATOR AWARD OF DISTINCTION

*Public Relations Agency Secures Silver
Communicator Award for Exceptional Writing*

SAN FRANCISCO, May 21, 2013 – [Graham & Associates, Inc.](http://www.graham-associates.com), a California-based national PR agency, announces it has received the 2013 Annual Communicator Award of Distinction for exceptional writing in a press release. This honor represents the agency's commitment to maintain the highest quality in all writing deliverables as well as its drive for excellence in all communications. The Communicator Awards accepts over 6000 entries from across the US and worldwide, making it the largest and most competitive program honoring creative excellence for communications professionals. Graham secured the Silver Communicator Award for a release titled, El Capitan Canyon Rounds Out Comfort Camping Options With New Adventure Yurts.

The Silver Communicator Award is Graham & Associates' 61st in 11 consecutive years of attaining industry recognition for its successful communications programs. To win, the agency demonstrated best practices in writing using its trademarked Original Thinking® to generate unique content that peaked media interest and secured local and national coverage in top-tier outlets.

"At Graham & Associates, strategically communicating through great writing (whether in a release, a blog post or even a tweet) is key to securing the outstanding results we achieve for our clients. We strive for the highest standards in written communications and believe our clients should not have to edit and rewrite our work--that is why they hire us," said Lydia Graham, president and CEO of Graham & Associates. "This award is further proof of the success that can be attained with creative and thoughtful content."

The press release announced the addition of three new sleeping yurts for an all-season comfort camping destination, just north of Santa Barbara, Calif. The new circular canvas tents transformed El Capitan Canyon into the destination with one of the broadest ranges of camping guest accommodations in California. Graham & Associates was able to secure coverage with NBC, *The Wall Street Journal*, *LA Times* and local Santa Barbara publications as well as pick-up by 71 online sites including MSNBC, *Reuters* and *Bloomberg*.

Other highlights of Graham's 61 awards include the PRSA 2012 Bronze Anvil Award for Media Relations, the Hermes 2012 Platinum Award for Online Placement, the International Business (Stevie) Award 2009 for Communications Campaign of the Year in North America, the Magellan 2007 Platinum and Best Agency Awards for a Communications Campaign, the PRWeek Awards 2005 Public Sector of the Year Campaign finalist, the International Public Relations Association's sole 2004 Worldwide Creativity Award, the Communicator Awards 2006 Award of Distinction for Program-to-Market Products/Services, the Bulldog Awards 2010 Silver for Best Travel/Hospitality & Destinations Campaign, the Sabre Awards 2003 Bronze for Bylined Article and a 100 Best PR Programs award as well as recognition as one of The World's Leading Public Relations Firms by The Holmes Report. The agency has achieved recognition for both for-profit and nonprofit campaigns spanning its three practice areas: consumer lifestyle/travel, technology, and health/wellness.

About Graham & Associates, Inc.

A full-service PR and communications agency serving clients internationally and throughout North America, Graham & Associates offers strategic public relations and social media for companies and nonprofits across three practice areas: high tech, consumer lifestyle/travel, and health/wellness. The firm has built its solid reputation on highly creative and results-driven work as well as notable launches and relaunches embedded with Original Thinking® – its trademarked approach.

Graham's successful track record working with both established and emerging organizations provides results and excellence in the following core competencies: national and international media relations, comprehensive company and product launch programs, online PR, strategic communications, branding/positioning, social media and content creation.

In the last 11 years, the agency has received 61 national and international communications awards. Based in San Francisco, Calif., since 1996, Graham operates in 11 countries through Plexus, its exclusive organization of international PR agencies. For more information, visit www.graham-associates.com or call (415) 986-7212.

About the Communicator Awards

The Communicator Awards is the leading international awards program honoring creative excellence for communication professionals. Founded by communication professionals over a decade ago, The Communicator Awards is an annual competition honoring the best in advertising, corporate communications, public relations and identity work for print, video, interactive and audio. This year's Communicator Awards received thousands of entries from companies and agencies of all sizes, making it one of the largest awards of its kind in the world. Please visit <http://www.communicatorawards.com/> for more information.

The Communicator Awards is sanctioned and judged by the International Academy of the Visual Arts, an invitation-only body consisting of top-tier professionals from a "Who's Who" of acclaimed media, advertising, and marketing firms. Please visit www.iavisarts.org for a full member list and more information.

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