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South Carolina Tobacco Collaborative Honored for Public Relations Campaigns, Tactics

SCTC Receives Three SCPRSA Awards

COLUMBIA – The South Carolina Tobacco Collaborative (SCTC) received three awards during the South Carolina Chapter of the Public Relations Society of America's (SCPRSA) annual Mercury Awards banquet held April 10th at the South Carolina Aquarium in Charleston.

Two awards, submitted by Davis Public Relations, were presented for SCTC's Cigarette Tax Campaign including the **Silver Wing Award** for *Media Relations in the Associations / Government / Nonprofits Category* and the **Mercury Award of Merit** in the *Public Affairs Category*.

A second **Silver Wing Award** was presented in the *Creative Tactics* category for the "Rock 'N a Hard Place: Musicians for a Smoke Free SC" calendar, a tactic of the "Make it Happen! Smoke Free SC" campaign.

SCPRSA also recognized SCTC Executive Director, **Renee' Martin**, with its **Executive Excellence Award**. This award is presented to an executive who is not a public relations practitioner, but who shows exceptional support for public relations and PRSA.

The **South Carolina Tobacco Collaborative (SCTC)** is a statewide assembly of the leading health organizations, community coalitions, and businesses committed to reducing the toll of tobacco use in South Carolina by providing resources and information on tobacco related issues to advocates, lawmakers, and concerned citizens. For more information, please visit www.smokefreesc.org.

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