

SPRG TAIWAN RECEIVES “CERTIFICATE OF EXCELLENCE” FROM *CAMPAIGN ASIA PACIFIC* AT PRWEEK AWARDS 2013

(Asia Pacific, 28 June 2013) – **Strategic Public Relations Group** (“SPRG” or the “Group”) is pleased to announce that its Taiwan office has garnered the **Certificate of Excellence – Nonprofit Campaign of the Year** award for the “Running for HOPE” campaign during the **PRWeek Awards 2013** prize presentation ceremony, organised by *Campaign Asia Pacific* in Hong Kong last night. The accolade once again highlights the team’s ability to deliver PR services to clients that combine innovation with creativity.



Ms Nancy Huang, General Manager of SPRG Taiwan and Ms Charlotte Kuo, representative of HOPE Foundation for Cancer Care, happily accept the Award.

The “Running for HOPE” campaign which SPRG developed for HOPE Foundation for Cancer Care (“HOPE”), was initiated by international triathlete Mr David Szu. Spurred by the loss of his sister to cervical cancer, Mr Szu organised a trans-island ultramarathon under the auspices of HOPE to call on all Taiwanese men to remind loved ones to receive regular Pap tests. SPRG suggested the use of “02/14” to tie in with the “零癌一世” (no cancer in your life) theme, and organised a kick-off event on Valentine’s Day to arouse greater attention. The ultramarathon gained full support from President Ma Ying-jeou, who specially opened the Presidential Palace to runners during the conclusion of the event, thus further adding to the significance of the campaign.

About Campaign Asia Pacific’s PRWeek Awards Asia

Running in its 12th year, the PRWeek Awards Asia have become an unrivalled benchmark for the region’s communications industry. It showcases the industry’s best and brightest, setting out to honour clients and agencies for the strategies, people and achievements that have transformed businesses and brands. The judging is led by leading professionals from the in-house ranks, as well as senior agency executives. The judges will ensure that entries are reviewed according to the demanding set of criteria.

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, IT, travel and hospitality, healthcare and pharmaceutical, sports, lifestyle, and entertainment industries.

Through its own and affiliation with a global public relations network, SPRG can assist clients access over 100 cities around the world.

Agency-specific awards earned by SPRG since 2009 include the following:

	Agency of the Year Awards 2012 - Greater China Independent Agency of the Year (Silver)
	Asia Pacific PR Awards - Asia Pacific Network of The Year (2010)
	Agency of the Year - Local Hero of the Public Relations Agency of the Year (2010, 2011, 2012 & 2013) - Local Hero of the Media Relations Agency of the Year (2010)
	Asia Pacific SABRE Awards - Asia Pacific Financial Consultancy of the Year (2011) Top 250 Global Rankings – The only HK-based network - Ranked 59 in 2012 Asia Pacific Market Profile Global Rankings – The only HK-based network - Ranked among the Top 5 in 2011 The Holmes Report Asia Consultancy Report Card 2009 - Hong Kong Consultancy of the Year
	Asian Excellence Recognition Awards 2012 - Best Financial PR Firm (Asia)
	P&G Taiwan - Best Integrated Marketing Case in PR Campaign (2010 & 2011)

Furthermore, SPRG has devised 20 award-winning campaigns for clients since 2009, which are recognised by the Marketing magazine, Campaign, Holmes Report, PRNews, PublicAffairAsia, International Business Awards and Mer Comm. etc.

Enquiries

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