

## San Jose Public Relations honored by the Publicity Club of Chicago.



San Jose Public Relations (SJPR) has been awarded a Golden Trumpet Award from the Publicity Club of Chicago for a Hispanic public relations campaign on behalf of client Gift of

Hope, the non-profit organization that coordinates organ and tissue donations in northern Illinois and northwest Indiana. The PR agency was recognized for its community outreach and media relations efforts for Gift of Hope leading up to National Donor Sabbath, a weekend-long event focused on building relationships with churches and faith leaders around the country to spread the word about organ donation.

“We know that many Hispanics come from countries where the organ donation process is starkly different than in the U.S.,” said Raiza Mendoza, Hispanic outreach coordinator for Gift of Hope. “In order to overcome misperceptions, we reached out to faith leaders who are trusted and credible members of the community to help educate Hispanics about organ donation.”

SJPR developed a month-long campaign around National Donor Sabbath (Nov. 13-15) that helped Gift of Hope establish important relationships with Chicagoland’s Hispanic faith leaders and churches, and reach thousands of congregation members with the message that all major religions support organ donation as a gift of life. The campaign also marked the first time Gift of Hope enjoyed editorial coverage in Chicago’s top Spanish media outlets. Both strategies established an important foundation of credibility for the organization and its mission in the Hispanic market.

“Within just one month, we were able to secure unprecedented media coverage for Gift of Hope and build relationships with important leaders in the community that will continue on far beyond National Donor Sabbath,” said Agatha Kubalski, public relations director at SJPR. “Raising awareness about this life-saving issue is near to our hearts, and to be recognized by the Publicity Club of Chicago is an added bonus.”

The Publicity Club of Chicago Golden Trumpet Awards is the most prestigious awards program in the Midwest, honoring the year’s most distinguished achievements in public relations and communications.

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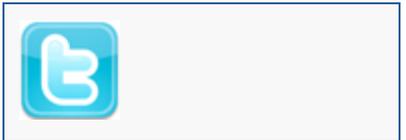
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