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INVIEW COMMUNICATIONS WINS “SILVER PICK” AWARD FROM PRSA COLORADO

PHOENIX, May 7, 2010 – InView Communications, a creative and results-oriented communications agency with offices in Phoenix and Denver, has received the “Silver Pick” Award from the Public Relations Society of America’s (PRSA) Denver chapter.

This award recognizes outstanding achievement in PR and marketing, was given for the agency’s work with TeleTech, a leading global business process outsourcing (BPO) provider. InView was selected by TeleTech to raise their visibility and enhance credibility with current and potential clients, as well as key media contacts. InView Communications implemented a proactive media relations campaign that positioned TeleTech and its executives as thought leaders with a value proposition that promotes the ‘true value’ of outsourcing. The campaign generated a ROI of more than 50 percent.

“We’re very pleased to be the recipient of another award from the PRSA Denver chapter,” says Susan Sears, President of InView Communications. “The awards program is very competitive with high-quality entries submitted by many talented local agencies. To have our work on behalf of TeleTech be recognized is a great honor.”

About InView Communications

Founded in 1998, InView Communications specializes in building powerful, highly-effective communications campaigns with a strategic mix of traditional and social media tools. With offices in Phoenix and Denver, InView professionals connect clients with key target markets, influence traditional and online conversations, and impact opinions and actions. For more information, please visit www.inviewcommunications.com.

About PRSA Colorado

The PRSA Colorado Chapter, based in Denver, serves about 450 members along Colorado's Front Range, Eastern Plains and Western Slope regions. More than one fourth of PRSA’s members are corporation communications professionals, and one third are agency or independent practitioners. The remaining portion includes those working for nonprofit, government and education organizations. A full 75 percent of chapter members have more than 10 years of relevant experience, and we are proud to have more than 100 accredited professionals. For more information about the chapter, please visit www.prsacolorado.com.