



832 N. 6<sup>th</sup> Ave.  
Phoenix, AZ 85003  
602.956.6776

8400 E. Crescent Parkway, Suite 600  
Greenwood Village, CO 80111  
303.707.1776

[www.gotossa.com](http://www.gotossa.com)

## News Release

For further information, contact:  
Connie Hanson, SSA Public  
Relations 602.956.6776  
[connie@gotossa.com](mailto:connie@gotossa.com)

### **SSA PR Named Copper Anvil Merit Award Winner by Phoenix PRSA Chapter**

PHOENIX, September 18, 2009 – SSA Public Relations, a creative and results-oriented PR firm located in Phoenix and Denver, was named a “Copper Anvil” Merit Award winner by the Public Relations Society of America’s (PRSA) Phoenix chapter.

Recognized as one of the highest honors in public relations, SSA received the Copper Anvil - Merit Award for its “Winter in the Desert” PR campaign for the Refrigeration School (RSI) in Phoenix. SSA developed and implemented visibility campaign, including creating a winter snow scene and snowball competition in front of RSI, during the Valley METRO Light Rail grand opening celebration. Utilizing both traditional and social media, SSA successfully promoted the RSI brand and the school’s convenient light rail stop location. SSA delivered 246,382 media impressions and generated a 619 percent ROI on the school’s PR investment.

According to Susan Sears, President of SSA Public Relations, “We focus on exceeding objectives and delivering results on every campaign we strategically develop for our clients. It is a great honor to be recognized by our industry for the results we achieved for RSI on this creative visibility program.”

#### About SSA Public Relations

Founded in 1998, [SSA Public Relations](http://www.gotossa.com) integrates traditional media relations with strategic social media to exceed client’s objectives and deliver strong return on investment. With offices in Phoenix and Denver, SSA professionals connect clients with key target markets, influence traditional and online conversations, and impact opinions and actions. For more information, visit <http://www.gotossa.com/>.

###