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News Release

SSA PR Wins Industry Awards in Denver and Phoenix *Agency receives IABC "Copper Quill" and PRSA "Gold Pick" Award*

PHOENIX, May 21, 2009 – SSA Public Relations, a creative and results-oriented PR firm located in Phoenix and Denver, was awarded the "Copper Quill" Award from the International Association of Business Communicators' (IABC) Phoenix chapter and the "Gold Pick" Award from the Public Relations Society of America's (PRSA) Denver chapter.

The awards, which recognized outstanding achievement in PR and marketing, were given for the agency's PR campaign for Life Certain Wealth Strategies. Utilizing both traditional PR and social media, SSA helped Life Certain Wealth Strategies to meet and exceed its business goals while providing a 2,400 percent return on the firm's PR investment.

"We're absolutely thrilled," says Susan Sears, President of SSA Public Relations. "Not only did we develop an effective campaign that enabled our client to exceed its business goals, but we were honored to be recognized by our industry for the results achieved on our client's behalf."

About SSA Public Relations

Founded in 1998, SSA Public Relations integrates traditional media relations domestically and internationally 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/>.

About IABC Phoenix

The Phoenix chapter of the International Association of Business Communicators is the Valley of the Sun's most comprehensive resource for communications professionals. Named the world's best chapter for the fifth time in 2004, IABC Phoenix is part of a global not-for-profit network designed to provide industry practitioners with a full menu of resources - from networking and professional development to sharing best practices and recognizing award-winning work. For more information about the chapter, please visit www.iabcphoenix.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.

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