

# FINEMAN PR WINS 2011 SILVER BULLDOG AWARD FOR EXCELLENCE IN MEDIA AND PUBLIC RELATIONS IN FOOD AND BEVERAGE CATEGORY

April 3, 2011

SAN FRANCISCO ([RPRN](#))

04/03/11 — — Fineman PR was awarded a 2011 [Silver Bulldog Award for Excellence](#) in Media and Public Relations under the Best Food & Beverage Campaign category. The public relations agency was awarded for launching Foster Farms' first-ever,



West Coast Fresh Chicken Cooking Contest.

“Foster Farms is an established household name in the West, and its fresh, locally-grown poultry products have been long considered a center-of-plate dinnertime staple,” said Fineman PR President Michael Fineman. “In 2010, Foster Farms engaged Fineman PR to launch its first-ever, branded West Coast Chicken Cooking contest to appeal to prestigious culinary and mainstream, at-home cook audiences. The contest had a twist—all winning recipes were to emphasize fresh, local ingredients from the recipe creator’s hometown region.”

Fineman PR surpassed campaign objectives securing media impressions at

each phase of the contest in each of the client's target markets. Potential reach totaled approximately 100.5 million in media impressions with 101 print articles and 13 broadcast segments and more than 40 minutes of on-air news coverage.

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### **About the author:**

ANNE HOWARD can be located at [AHPR inc.](#) She is a social media strategist, public relations veteran, and writer with accounts from Los Angeles, San Francisco to Montreal and Toronto. She is a regular contributor at [Hollywood Today](#) and other media outlets. Anne is the founder of [Rush PR news](#), a press release newswire service recognized by Google News as a valuable news source, and of RushPRTools, a [PR platform](#) for small and mid-size agencies.

Meet Anne. Listen to her discuss the power of [social media](#) - Part 1

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