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

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SAN FRANCISCO (rushPRnews) 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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