



For Immediate Release

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### **PR News Announces Finalists in Nonprofit PR Awards**

ROCKVILLE, MD, October 7, 2009 -- Deveney Communications, Defense Media Activity, Weber Shandwick, Yum Brands, Inc., APCO, Jiffy Lube and the Allstate Foundation are among the organizations that represent the PR professionals competing for honors in the 2009 Nonprofit PR Awards. Presented by PR News, the leading trade publication among communicators, this highly competitive program showcases the most talented communicators and teams in the nonprofit sector.

The USASF received Nomination for their "Be an All-Star" Campaign in the category of "PR on a Shoe String Budget."

The finalists in this year's awards program include PR professionals at corporations, nonprofits and agencies large and small. The PR People award winners will be announced at a November 3 awards luncheon at the National Press Club in Washington, DC, and in the Nonprofit Awards Special Issue of PR News in November. The finalists were selected in categories including: Advocacy Campaign & Lobbying Efforts, Corporate/Nonprofit Partnerships, Digital PR and Marketing, Member Communications and Media Relations Campaign. The awards were judged by a blue-chip panel that includes PR executives from corporations, agencies, nonprofits and associations, and leading educators and industry consultants.

Visit [www.prnewsonline.com/awards/nonprofit2009.html](http://www.prnewsonline.com/awards/nonprofit2009.html) to see a full list of finalists.

PR News' Nonprofit Awards Special Issue will profile the top nonprofit campaigns of the year. The issue will serve as a users guide to PR departments of all sizes and missions. Coverage will include profiles of the top innovative campaigns, the smartest communications initiatives and the people behind them. For advertising or sponsorship information, contact Diane Schwartz; [dschwartz@accessintel.com](mailto:dschwartz@accessintel.com).

The awards program, sponsored by The George Washington University and PRWeb, is presented by the leading industry publication PR News. The PR News family of products includes PR News, the Platinum PR Awards, PR People Awards, Nonprofit PR Awards, CSR Awards, PR News Guidebooks, PR News Webinars and PR News Conferences. For more information, go to [www.prnewsonline.com](http://www.prnewsonline.com).

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### **USASF**

A nonprofit in the state of Tennessee, the mission of the U.S. All Star Federation is to maximize the number of participants benefiting from the positive life experiences of all star cheerleading and dance by developing guidelines consistent with the latest best known safety, educational and ethical practices.

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