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GY&K Wins BOB Award, Steals the Show Named Best Public Relations Agency by magazine's readers

MANCHESTER –Griffin York & Krause ([GY&K](#)), the state's leading marketing innovation company, has won the 2009 Best of Business Award for Best Public Relations Agency. The award, given out by *New Hampshire Business Review*, was presented at the annual BOB Awards event, where GY&K made a splash by showing off their digital capabilities.

“We're very pleased to get this recognition from NHBR. The magazine's readers are very savvy, so a BOB Award is an indication of the confidence and respect of the business community,” said David Donohue, SVP of Public Relations at GY&K. “As our digital PR offerings have grown and more clients have come to us for assistance, more people have come to recognize public relations as another of GY&K's superior service offerings.”

Among the companies and organizations that use GY&K for public relations services include the Simon Malls, Dyn-Inc, Eastern Connecticut Health Network, the NH Automobile Dealers Association, the NH Lottery, the NH Dental Society, Bensonwood Homes, Harvard Pilgrim Health Care, and Catholic Medical Center.

To demonstrate the agency's motto, “*Creativity, Only Smarter*”, GY&K set up a welcome lounge for BOB Award attendees, with soft seating and good conversation. The agency's podcast, the [Theater of Public Influence](#), recorded a show from the event. Members of the GY&K team interviewed event attendees about trends in business, challenges they face, and predictions for the future. Guests of the podcast (as well as BOB attendees) were given complimentary retractable ear-buds and the mini-microphone that doubled as computer speaker or a VOIP device.

Those who came got to view the agency's [sizzle reel](#), as well as a demonstration of marketing trends impacting today's consumers. Attendees were encouraged to text the word “innovation” to a text short code to get more information about GY&K's capabilities.

“The podcast and the multi-media events we created are great demonstration of some of the innovative ways companies can promote themselves in the digital environment and we had people lining up to take part.” said Travis York, President of GY&K.

York said the feedback from the event was incredible. “I think we reminded people that GY&K is still the premier agency in the region, not only capable of handling traditional marketing, but excelling at innovation and technology-focused marketing efforts which our clients need to stay relevant.”

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