

**2011 PRSA Excalibur Awards for Excellence
Award Winners
Thursday, June 23, 2011**

Grand Excalibur Award Winner

LyondellBasell for Chemical Plant Building Implosion

Legacy Award Winner

Dr. Barbara Langham, APR

CEO Communicator of the Year

Bob Hale, Houston Association of REALTORS®

Public Relations Agency of the Year

FKM Public Relations

Large Agency of the Year

FKM Public Relations

Mid-Size Agency of the Year

Fifth Ring

Government Relations Team of the Year

Harris County Flood Control District

Public Relations Professional of the Year

Brad Leone, Fifth Ring

Young Public Relations Professional of the Year

Erin Dillard, Hill & Knowlton

Honorable Mention: Young Public Relations Professional of the Year

Laureen Lucas, FKM Agency

Non-Profit PR Program/Campaign

Gold

Focused on Health - The University of Texas MD Anderson Cancer Center - Public Education

Silver

26th Annual BP MS 150 Ride from Houston to Austin - FKM Public Relations

Bronze

FKM Entices Houstonians to Dine out and Make a Difference: Houston Restaurant Week 2010 -

FKM Public Relations

For Profit PR Program/Campaign

Bronze

Motor Oil Matters - Shell Lubricants

Media Relations Campaign

Gold

25th Anniversary Uptown Holiday Lighting - Edelman

Silver

Morgan LaRue Groundbreaking Surgery - Texas Children's Hospital

Bronze

Baker-Ripley Grand Opening - Neighborhood Centers, Inc.

News Release

Silver(s)

Born to Be Wild: FKM and the Houston SPCA Bid Farewell to 'Betsy the Bear' - FKM Public Relations

CDC Houston, Inc. Announces Springwoods Village Development - Ward Creative Communications

Bronze

Triple Transplant - Texas Children's Hospital

Feature Release

Gold

The Facts on Flooding - Harris County Flood Control District

Silver(s)

Leveraging Mao's Last Dancer Movie Premier - Carbonara Group

Bike MS: Valero-Breaking One Cycle For Another - FKM Public Relations

News Conference/Publicity Stunt

Gold

New Plant Brings Economic Growth to Los Angeles - FKM Public Relations

Silver

2010 Texas Children's Hospital's Bad Pants Fashion Show - Carbonara Group

Media Launch

Silver

Emirates is Twice as Nice with Double-Daily - FKM Public Relations

Op Ed/Bylined Article

Gold

Don't Believe the Flooding Myths - Harris County Flood Control District

External Communications Campaign

Silver

City of Galveston Recovers - DoubleDimond Public Relations, LLC

Bronze

Blogsight' Campaign - TR Moore & Company, A Doeren Mayhew Firm

External Newsletter

Silver

Promise - The University of Texas MD Anderson Cancer Center - External Communications

Bronze

Texas Medical Center News - Texas Medical Center News

External Magazine

Silver

Port of Houston Authority Magazine - Port of Houston Authority

Bronze

Parameters - University of Houston - Cullen College of Engineering

Internal Communications Campaign

Gold

BG Group - "Leadership, Energy & People" - BG Group

Silver(s)

The My Tenets Challenge - Chevron Phillips Chemical Company LP

HTS Engineering Employee Education - Ward Creative Communications

Community Relations Program

Gold(s)

City of Houston: Census 2010 "Houston Counts" - Edelman

Global Care Day - LyondellBasell

Silver(s)

CA Technologies Earth Day 2010 - Hill & Knowlton

Ready Houston Neighborhood Ready Campaign - Gilbreath Communications, Inc.

Texas Children's Hospital West Campus Art Tile Project - Carbonara Group

Educational Campaign or Outreach

Silver

Power in Numbers - Pierpont Communications

Public Service Program

Gold

Suicide Calls Surge on Houston Crisis Hotline - Carbonara Group

Government/Public Affairs Program

Gold

Disaster in the Gulf: Helix Makes a Case for Containment - Edelman

Multicultural PR Campaign

Silver

Bilingual Spelling Bee - Lopez Negrete Communications

Issues Management

Gold

Chemical Plant Building Implosion - LyondellBasell

Crisis Management/Response

Gold

Managing the Message in Chapter 11 - LyondellBasell

Silver

Bio-ETBE Pipeline Crisis: The Company Who Listened - LyondellBasell

Investor Relations Program

Gold

"Noble: Dynamically Positioned" - Noble Corp.

Annual Report

Silver

2009 Annual Corp. Annual Report - "Noble: Dynamically Positioned" - Noble Corp.

Bronze(s)

United Way of Greater Houston Online Annual Report - Pennebaker

A 90-Year Legacy of Nursing Excellence - The Methodist Hospital Department of Nursing

Investor Presentation

Gold

2010 Noble Corp IR Presentation - "Noble: Frontier Acquisition & Shell Agreement: Strategically Growing Deepwater" - Noble Corp.

Financial News Release

Gold

"Noble: Frontier Acquisition & Shell Agreement: Strategically Growing Deepwater" - Noble Corp.

Analyst Relations Program

Gold

"Noble: Dynamically Positioned" - Noble Corp.

Partnership Campaign

Silver

Take Care of Diabetes - Chevron Phillips Chemical Company LP

Bronze

Preaching What We Practice: The Inside Out Approach for the Positioning of Young Professionals - PKF Texas

Integrated Marketing Campaign

Gold

Mission Menu Challenge - FKM Public Relations

Silver

FKM Helps Make Bertolli Olive Oil Simply Better - FKM Public Relations

Bronze

Texas Children's Maternity Center - Introducing Women to the Future Site of Miracles - Carbonara Group

Grass Roots Program/Guerilla Marketing

Gold

Chalk the Walk for MS - FKM Public Relations

Silver

City of Galveston Recovers - DoubleDimond Public Relations, LLC

Product Launch

Silver(s)

Uncoiling a Winner - Chevron Phillips Chemical Company LP

Hitting the Jackpot with New Pennzoil Ultra Launch - Shell Lubricants

Collateral – Poster

Silver(s)

Get a Grip on Safety - Chevron Phillips Chemical Company LP

Houston Restaurant Week 2010 - FKM Public Relations

Collateral – Brochure

Bronze

FKM and Bertolli Olive Oil Impart Simplicity with a Modern Brochure - FKM Public Relations

Collateral – Specialty Item

Silver

FKM Tempts Fashion Taste Buds with the 2010 Labor Day Luncheon & Style Show - FKM Public Relations

Experiential Marketing

Gold

FKM: The Women's Hospital of Texas' 7th Annual Labor Day Luncheon & Style Show - FKM Public Relations

Silver

Back to Basics: Doing Business Over a Cup of Coffee - PKF Texas

Web site

Silver(s)

Web Banners - LyondellBasell

HTS Engineering Website - Ward Creative Communications

Electronic Newsletter/E-zine

Silver

SBISD Mentoring Matters - The Mills Agency

Bronze

"Texas Medical Center News Online" - Texas Medical Center News

Webcast/Webinar

Silver

Passport to Success: Year-end nMotion - Chevron Phillips Chemical Company LP

Social Media

Silver

The University of Houston Checks In for the Win - University of Houston - University Relations (Marketing)

Bronze

Motor Oil Matters - Shell Lubricants

Special Event/Tradeshow

Gold

Bertolli Olive Oil Joins Culinary Greats at FOOD & WINE Classic in AspenFKM Public Relations

Silver

Dow Texas Operations Honors the Greatest Operation - Dow

Shell Lubricants, Learning Through Motorsports - Shell Lubricants

Article

Gold

Doctors Access Heart Through Patient's Wrist - Texas Medical Center News

Silver

New Center Focuses on Women's Heart Health - Texas Medical Center News

Bronze

When in Doubt, Sit 'em Out - Texas Medical Center News

Special Purpose Publication

Silver

The Code of Conduct - Our Formula for Integrity - Chevron Phillips Chemical Company LP

Feature Story

Gold

Reducing Risks Through Community-Focused Engineering - Harris County Flood Control District

Silver(s)

FBSO's Coleman Locke Saddles Up Horse and Horn - The Mills Agency

Enventure Rigzone Series: How Do Expandables Work? - Ward Creative Communications

Special Video Project

Silver

CEO News Now - LyondellBasell

Bronze(s)

Safety Up, Don't Crash - Chevron Phillips Chemical Company LP

"Legacy of the Pride" video - University of Houston - University Relations