

Media Contact

Jessica Redman

jredman@merrellgroup.com

919-844-2738

**NCPRSA PRESENTS HOWARD, MERRELL & PARTNERS
WITH FOUR INSPIRE AWARDS**

RALEIGH, N.C. – May 6, 2010 – On May 5, Howard, Merrell & Partners received four InSpire Awards from the North Carolina Public Relations Society of America (NCPRSA). The InSpire Awards honor communications programs that have achieved great success and inspired others across the region during the past year (2009). Howard, Merrell & Partners, a full-service advertising, branding and public relations firm, was presented with one Silver Award and three Bronze Awards for work the agency conducted on behalf of Butterball and Georgia-Pacific Professional.

“It is an honor to receive awards – especially from our industry peers,” said senior vice president of public relations and social media marketing at Howard, Merrell & Partners, Stephanie Styons. “Our customized approach to the planning, research and execution of every project, consistently pleases our clients and motivates our team to continue doing what we do best.”

Howard, Merrell & Partners received the following:

SILVER INSPIRE AWARDS

Award of Excellence – Events and Observances Category:

Butterball, LLC 2009 Thanksgiving Events

BRONZE INSPIRE AWARDS

Best in Category – Satellite Media Tour:

Georgia-Pacific Professional’s Wellness Satellite Media Tour

Award of Excellence – Media Relations Category:

Butterball, LLC Thanksgiving Media Relations

Award of Excellence – Press Conference Category:

Butterball, LLC 2009 National Thanksgiving Turkey Press Conference

The NCPRSA Silver InSpire Awards honor the communications organizations that have artistically utilized resources, research, planning and professional skills to launch original public relations projects, programs or campaigns. The NCPRSA Bronze InSpire Awards acknowledges exceptional public relations tactics as well as the individual components of campaigns. A panel of experts associated with the Public Relations Association of Mississippi (PRAM) meticulously evaluated submitted entries.

(more)

About Howard, Merrell & Partners

Raleigh, NC-based Howard, Merrell & Partners, Inc. specializes in linking business and communications strategies to yield higher levels of financial performance for its clients. Founded by Jack Howard in 1945 and later reorganized as Howard, Merrell & Partners under Mac Merrell's leadership, the agency is a pioneer in understanding and applying the power of emotions to develop more effective business and communications strategies. Agency service offerings include brand development, creative development and production, consumer insight research, public relations, media asset services, event planning and management, and strategic account management.

Recent clients include BASF, Butterball, Canvas on Demand, Central Aquatics, CHD Meridian Healthcare, Cisco, Colonial Bank, Doctors Vision Center, Georgia-Pacific Professional, Hewlett-Packard, Interton, Invista, NC Beautiful, O2 Fitness, Oliver Twist Restaurant, ReSound, THOR•LO, UltraPet, and Zilla. The agency's work has been recently honored by, the Telly Awards, the Addys, Graphis, The London International Advertising Awards, The Communicator Awards, and the North American Precis Syndicate. For more information, visit <http://www.merrellgroup.com>.

###