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CRONIN CAPTURES FOUR AWARDS AT REGIONAL PUBLIC RELATIONS COMPETITION

Publicity Club of New England Honors Cronin with Three Bell Ringers and One Merit Award

GLASTONBURY, CT/June 4, 2009 –Cronin and Company, LLC, a full-service marketing communications company, received four awards at the Publicity Club of New England’s annual competition in Boston this week. The agency captured three Bell Ringer Awards and one Merit Award for public relations excellence.

“We continue to be honored to receive recognition from our peers,” says Kim Manning, partner and chief operating officer for Cronin and Company. “We are extremely proud of the hard work the Cronin public relations team does to continually deliver innovative and creative campaigns for our clients that generate solid results.”

The Bell Ringer Award is the highest honor awarded in each category at this regional competition that recognizes public relations achievements, as well as overall campaign effectiveness. The awards are designed to honor creative and strategic excellence and to encourage high levels of performance among public relations professionals.

The Club honored Cronin with three Bell Ringer Awards in the categories of Television News Placement: local/regional, Community Service Campaign and Special Event: Single Campaign.

The first, presented in the Television News Placement: Local/Regional category for Better Connecticut Highlight on Unionville McCafé Grand Opening. The public relations efforts to support the grand opening of the Unionville McDonald’s rebuild generated a TV placement that garnered widespread

visibility for the restaurant's new look and new McCafé. Cronin was able to give relevance to a topic that had been extensively covered in the past, and created a positive buzz about McDonald's new image.

The second Bell Ringer Award was presented to Cronin on behalf of Connecticut Light & Power's (CL&P) "Live Green – Win Green" contest for the Community Service Campaign category. The contest was designed to encourage high school students to conserve energy and protect the environment. Students were challenged to demonstrate what they currently do to conserve energy and make their school more environmentally friendly and to propose a significant project that would result in greater environmental and/or energy-efficient changes. The winning school received \$20,000 to make their project a reality.

The third Bell Ringer Award was presented in the Special Event: Single Campaign for McDonald's Town Hall Meeting. After convincing Corporate decision makers to bring a program to a city *one fifteenth* the average size of other markets hosting the same program, Cronin took advantage of the opportunity by coordinating a highly successful event that exceeded attendance expectations and delivered tremendous visibility for McDonald's local efforts to support Hispanic students.

In addition, Cronin was recognized with one Merit Award in the category of Special Event: Single Event Campaign Category for McDonald's El Día de los Niños community event.

Founded in 1947, Cronin and Company, LLC is a full-service marketing communications agency with over \$70 million in capitalized billings. The agency's integrated marketing communications capabilities include: advertising, public relations, database/direct marketing, interactive, strategic planning, media, print and broadcast production, research and investor relations. Cronin is a member of the American Association of Advertising Agencies, Public Relations Society of America and Direct Marketing Association. Additional information about Cronin is available online at www.cronin-co.com.

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