



Leslie R. Swan
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Indian River County

FOR IMMEDIATE RELEASE
May 1, 2017

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Media Alert

ELECTIONS OFFICE PRESENTED WITH JUDGES' AWARD FOR "POP IN TO REGISTER"

Indian River County, Fla. – April 26, 2017: The Indian River County Supervisor of Elections Office is the recipient of a Judges' Award presented by the Florida Public Relations Association's Treasure Coast Chapter during the Association's annual Image Awards banquet. The 2017 Judges' Award was presented to Supervisor of Elections Leslie Swan and Technical Programs Coordinator Stephanie Nelson for the promotion of their public relations and voter outreach program, "Pop In To Register".

"Pop In To Register" is a yearlong campaign that aims to increase Indian River County's monthly voter registration rate by 3.1%. Using a popcorn machine, striking graphics and a catchy call to action, "Pop In To Register" lures its target audience by appealing to all five senses.

Conducted annually, the Image Awards competition provides public relations practitioners an excellent platform to be recognized in their home markets for their outstanding public relations tools and programs. The Image Awards competition is held on a local level and includes four divisions: Public Relations Programs, Printed Tools of Public Relations, Audio/Visual/Online Tools of Public Relations and Student Projects in Public Relations.

The Image Awards also works to give entrants insights for entering their work, if they choose, into FPRA's statewide competition: the Golden Image Awards. The Golden Image Awards have become a standard of public relations excellence in Florida. To qualify for judging, an entry must incorporate sound public relations research and planning. Entries also must meet the highest standard of production, execution and evaluation of results and budget. "We are extremely honored to be recognized for our public relations and voter outreach efforts and hope this awards leads to additional outreach opportunities," stated Supervisor of Elections Leslie Swan.

To schedule "Pop In To Register" for your next event or meeting, contact Stephanie Nelson at 772-226-3446. For more information, visit www.VoteIndianRiver.com.



Stephanie Nelson with FPRA Judges' Award for "Pop In To Register"

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