

PRESS RELEASE

For Immediate Release

Media Contact:

Greg Davis
P. 203.469.6900 x117
C. 860.912.7395
greg@mascola.com

Mascola Group Takes Home a Pair of PR Awards

New Haven-Based Marketing Firm wins PRSA's Silver Mercury Award for client, The Big E

NEW HAVEN, Conn. – (June 18, 2015)— Mascola Group, a New Haven, Connecticut-based, strategic marketing firm, is pleased to announce that the agency was recently honored with two Public Relations Society of America (PRSA) Mercury Awards for their work on behalf of long-time client, The Big E (Eastern States Exposition) located in West Springfield, MA.

The awards, given out at an event in Downtown Hartford, on June 17th, honored the achievements of PR professionals and agencies from across Connecticut and Western Massachusetts.

For client, The Big E, Mascola was awarded a Silver Mercury Award for Media Relations-Not for Profit category, as well as a Silver Mercury Award for Integrated Communications. Both honors surrounded the large-scale PR program in 2014 for The Big E, earning the 5th largest fair in North America valuable coverage from media outlets across Southern New England as part of their “Cream Puff” Delivery Media Tour. The Cream Puff is an iconic fair food of The Big E yearly, selling over 50,000 of the delicious treats each season.

“The work we did on behalf of our clients at The Big E this past year was enormously successful and helped to achieve a record-breaking attendance of 1.49 million through the gates in just 17 days,” said Agency President, Chuck Mascola. “Earning a PRSA Mercury Award for our Cream Puff Media Tour efforts is more than just a couple of nice trophies, but really a testament of what a creative client with an open-mind, and a innovative agency like ours can achieve together,” added Mascola.

For more information on Mascola Group, and how the agency helps clients big and small achieve their marketing goals, please visit www.mascola.com.

About PRSA-CVC

The Connecticut Valley Chapter of the PRSA was established in 1955 in an effort to aid Connecticut's PR professionals in honoring their profession. Over the years, the chapter



has grown and continues to work with local chapters and PRSA National to provide a balanced schedule of events and information to their members. For more information, please visit www.prsactvalley.org

About Mascola//Group

Based in New Haven, CT, Mascola Group is a strategic marketing firm that helps brands and businesses grow and thrive. Working closely with clients, they find the right combination of digital and traditional advertising, web development, public relations, creative thinking, and media planning to “move the needle.” For more information please visit www.mascola.com

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