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**JKD & Company only solo practitioner to win PRSA Silver Anvil Award**

JKD & Company, Inc., ([www.jkdjane.com](http://www.jkdjane.com)) received the prestigious Silver Anvil Award from the Public Relations Society of America (PRSA) for the Applewood Plumbing Heating & Electric “Eye-Spy the Orange Truck” Contest and iApp Launch.

The Silver Anvil, which recognizes outstanding achievement in strategic public relations planning and implementation, was presented during the Silver Anvil Awards Ceremony June 9. Jane Dvorak, APR, Fellow PRSA was the only solo practitioner to receive one of the 52 Silver Anvils awarded. There were 70 Award of Excellence honors also presented.

JKD & Company, Inc., received the 2011 Silver Anvil Award for its “Eye-Spy the Orange Truck – Applewood Plumbing Heating & Electric iApp Launch” campaign in the Marketing Consumer Services/Other category.

“It is an honor to award JKD & Company our profession’s most prestigious award, the PRSA Silver Anvil, for its exemplary work in raising public relations’ value and relevance to the community,” said PRSA Chair and CEO Rosanna M. Fiske, APR. “By receiving the profession’s most prestigious award, JKD & Company joins an elite group of winners whose work continues to demonstrate public relations’ indispensable value to planning, strategy and success in communications.”

“Stepping out of its traditional marketing and public relations mode, Applewood took an engaging, innovative approach to highlight its business services to a new target audience,” said Dvorak. Applewood launched a new iApp and created the “Eye-Spy the Orange Truck Contest” to generate interest and use of the iApp. The contest leveraged the more than 60 trucks canvassing the metro area on service calls.

“The use of social media and traditional tools combined to have astounding results,” she said.

More than 1800 downloads of the iApp were achieved during the campaign period, and more than 500 contest entries were submitted. Rita Pilger of Arvada was the winner of a new furnace in December 2010. In addition, Facebook and Twitter contacts/followers were increased by 400 percent and a 30 percent increase in website traffic was achieved, with regular spikes correlating to social media efforts.

The program also netted PRSA Colorado Chapter Gold and Silver Pick awards in May.

More than 850 Silver Anvil entries were submitted from agencies, corporations, nonprofits and government entities. Of the 122 finalists, 52 Silver Anvils were awarded. The Silver Anvil Awards program has grown in scope and stature since its inception in 1946, and awards are now given in 59 categories and subcategories.

JKD & Company, which started in 1989, uses powerful, innovative public relations, marketing and integrated communications for business results. Dvorak brings all the ideas and tools together with energy, creativity, and impact. She coins herself a “consultalancer®.” Whether providing ongoing counsel or filling a project need, clients receive strategic planning that produces greater depth and higher return on their communications efforts. Capabilities span key messaging and publication development to special events planning and crisis communications to organizational positioning.

Dvorak is a past PRSA Colorado Chapter president, PRSA Western District Chair and received the PRSA Colorado Chapter 2010 Small Business Award for her work with Applewood Plumbing Heating & Electric.

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